BROADCASTING

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THE NEWS MAGAZINE OF THE FIFTH ESTATE

A Two-Fold Suggestion

A survey, disclosing the importance and the tremendous growth of electrical transcriptions in broadcasting, has been released by one of the leading advertising agencies.

These facts show that during the past year there has been an increase of 175 per cent in the number of advertising sponsors who favor the media of electrical transcriptions.

Our company originated and developed the entire idea of electrical transcriptions and is completely responsible for the industry. We pridefully recall that our efforts made possible this important division of radio advertising.

Here is a two-fold suggestion for prospective radio advertisers. First, investigate the possibilities of electrical transcriptions. Secondly, go to the most authoritative source. May we urge that this company, the originators, be contacted rather than imitative followers.

IT IS A NATIONAL RADIO ADVERTISING PRODUCTION

ORIGINATORS AND PERFECTERS OF ELECTRICAL TRANSCRIPTIONS

NATIONAL RADIO ADVERTISING Inc.

New York: 120 West 42nd Street, Wisconsin 7-2391

Chicago: 410 N. Michigan Ave., Whitehall 4368 Detroit: 4-237 General Motors Bldg., Empire 8220

Hollywood: 6425 Hollywood Blvd.

XUM

Station WOR

Newark, New Jersey

You will be elated with *your* results on

WOR

WOR America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area

BAMBERGER BROADCASTING SERVICE, Inc.

NEWARK . NEW JERSEY

New York Office: 1440 BROADWAY · New York City

UX 864
36 Milliwatts

UV 862, 100 Kilowatts
(The Largest Transmitting Tube in Production)

Transmitting Radiotrons

are available to fill any socket from Microphone to Antenna.

Uniform quality and long life reflect our vast laboratory facilities and the genius of such men as Langmuir and White.

RCA Transmitting Radiotrons can be imitated but not equalled.

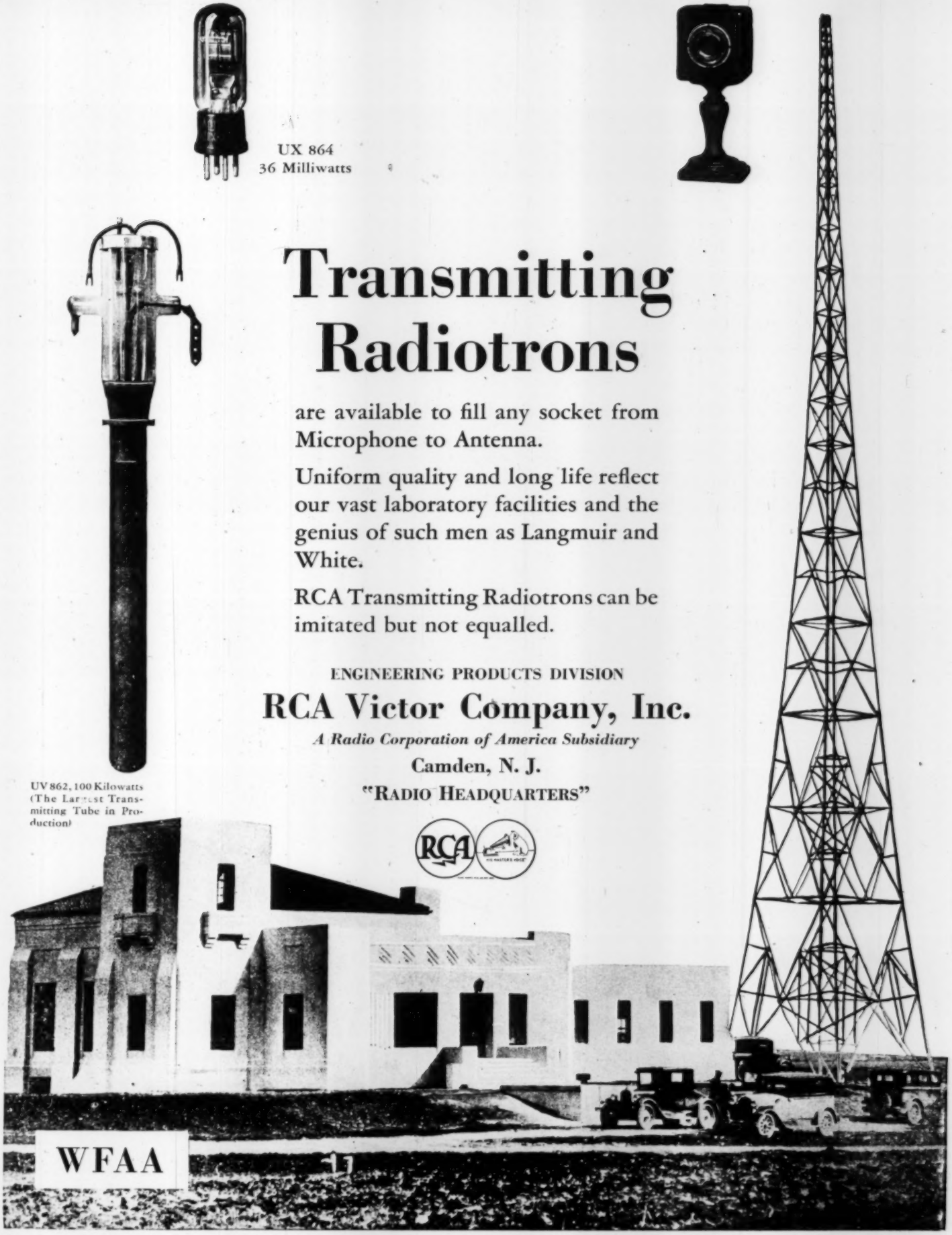
ENGINEERING PRODUCTS DIVISION

RCA Victor Company, Inc.

A Radio Corporation of America Subsidiary

Camden, N. J.

"RADIO HEADQUARTERS"



BY THIS NEW METHOD YOU CAN HAVE A NATION-WIDE RADIO BROADCAST WITH LOCAL DEALERS TYING IN

When you use Western Electric Noiseless Recording over the facilities of the World Broadcasting System and associated stations you can have local distributors identified in the program without additional cost. Ask for booklet, SELECTIVE BROADCASTING, 1932.

Western Electric
NOISELESS RECORDING

World Broadcasting System, Inc.

World Broadcasting Building
179 King Street W., Toronto

50 West 57th St., New York
6-242 General Motors Bldg., Detroit
Baker Hotel, Dallas, Texas

SOUND STUDIOS OF NEW YORK, INC. (Subsidiary of WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE

BROADCASTING

The NEWS MAGAZINE *of* THE FIFTH ESTATE

VOL. 2, NO. 4 | WASHINGTON, D. C. | FEBRUARY 15, 1932 | $3.00 PER YEAR—15c A COPY

The "European Myth" Blasted by Facts

By MARTIN CODEL

U. S. Government Directory Shows Nearly Half of Nations Accept Advertising; Data on the Rates Revealed

WHAT'S ALL this talk about contrasting the "American" and the "European" systems of broadcasting? Except for the fact that European countries generally impose license fees of varying amounts on the ownership of radio receiving sets—a method of deriving revenue that has studiously been avoided over here—there is really no such thing as a "European system."

However else they may regulate and administer their radio, nearly half the countries of Europe that have broadcasting stations follow the so-called "American plan" of securing the commercial sponsorship of programs, i.e., of permitting advertising on the radio. Some of these countries offer ripe markets for the radio exploitation not only of home-made commodities but of American imports.

To furnish American advertisers a guide to commercial broadcasting in Europe, the U. S. Department of Commerce has just published "Broadcast Advertising in Europe," a new bulletin (Trade Information Bulletin No. 787, Government Printing Office, 10 cents) answering questions hitherto covered only in scattered references. This bulletin follows close upon the issuance of "Broadcast Advertising in Latin America" (Trade Information Bulletin No. 771, Government Printing Office. 10 cents) which does the same for the countries to the South of us. nearly all of which permit radio advertising.

Latest Available Data

WHILE far from complete, these bulletins provide the latest available data on policies, rates, etc., that prevail in the respective countries. A third such bulletin, covering Africa, Asia, Australia and New Zealand, is now in course of preparation. The material, for the most part, was gathered by foreign representatives of the Department of Commerce and Department of State. It was compiled by E. D. Schutrumph of the Specialties Division, Bureau of Foreign and Domestic Commerce, working with the staff of the Electrical Equipment Division in the same bureau.

In its 21 pages, "Broadcast Advertising in Europe" omits much data that is needed by the advertiser to get a complete picture of the broadcasting system of each country. Number of sets, types of sets, license fees, and other pertinent data are not included. These and other details, it is presumed, may be secured from another volume, "Radio Markets of the World, 1930," by Lawrence D. Batson (Trade Promotion Series No. 109, Government Printing Office, 20 cents). Mr. Batson's book, now two years old, is largely obsolete but it is the best available source of information on foreign radio known to the writer; he is now at work on a revised edition which may not be published before the end of this year.

At any rate, Uncle Sam has so far taken cognizance of the use of radio advertising here and abroad to have published two bulletins thereon and to have planned another. This seems to be an indication of definite acceptance of advertising in the radio scheme of things, as it pertains to our foreign trade. Certainly the fact that nearly half the European radio administrations accept radio advertising gives the lie to those who, for one reason or another, are constantly pointing to the "European system" of advertising-free radio as being so superior to our system of free, competitive and advertising-supported radio.

Each country of Europe seems to have a different set of regulations. In most, broadcasting is a governmental monopoly with the operation of stations either in the hands of the government or of a concessionaire responsible to the government. In a few countries private and government stations operate side by side, the private accepting advertising and the state declining it. A few countries actually prohibit both broadcasting and receiving.

Probably the most important countries of Europe that prohibit radio advertising are Great Britain, Holland, Belgium and Sweden. They absolutely will not let the bars down—unless, of course, one regards the gramaphone companies whose records are broadcast quite regularly as advertising. Britain's radio, of course, is controlled by the British Broadcasting Corporation, a state monopoly which gets its funds from part of the two shillings per month (less than 25 cents) collected on each of the 4,500,000 sets in use in the country.

Where Ads are Acceptable

HOLLAND did not ban advertising until May 15, 1930, and its broadcast organizations are financed exclusively by voluntary contributions paid by an enrolled public membership. Belgium, until the beginning of 1932, accepted advertising from about 200 companies, but this was halted. Sweden bars advertising by government regulation. Advertising is also taboo on the radios in Austria, Czechoslovakia, Denmark, Finland. Hungary, Latvia, Lithuania and Switzerland. It is also barred in Portugal, but that country leaves broadcasting in the hands of a few amateurs and only now is considering establishment of a large state station.

Where *is* advertising accepted and under what conditions?

France, Germany, Italy, Estonia, the Irish Free State, Norway,

(*Continued on page 28*)

When We Have Government Ownership of Radio

THE PROGRAM TONIGHT WILL BE RENDERED BY THE MUSICAL RELATIVES OF SENATOR WHOOZIT WHO HAS DONE SO MUCH FOR HIS COUNTRY IN VOTING FOR THE GOVERNMENT OWNERSHIP AND MANAGEMENT OF RADIO!
DOTTIE DOOLITTLE GRAND DAUGHTER OF SENATOR DITCHWATER, WILL RECITE HER DRAMATIC INTERPRETATION OF THE NIGHT BEFORE CHRISTMAS
NEW ENTERTAINER
EXTRA!!
NILS GOOSEFLESH GETS YEAR CONTRACT $10,000.00 FEE
YOUNG GOOSEFLESH SONNY-BOY OF BOZ MEIRSTEIN, CAMPAIGN MANAGER FOR SENATOR BLATZ WILL MAKE HIS PERMANENT HOME IN WASHINGTON. HE WILL GIVE BARNYARD IMITATIONS OVER THE NETWORK OF THE GOVERNMENT OWNED RAD
FAT GOVERNMENT JOBS AS RADIO ANNOUNCERS FOR DEFEATED PARTY CANDIDATES
HER OWN COMPOSITIONS SUNG BY THE NIECE OF CONGRESSMAN BUTTERNUT
VOTE FOR ME!
IT WILL BE GREAT FOR CAMPAIGN WORK
IT WILL SOLVE THE GREAT NATIONAL PROBLEM OF WHAT TO DO WITH "LAME DUCK" EX-CONGRESSMEN
CHAMPION HOG-CALLER AND LOYAL CONSTITUENT OF SENATOR BINGLE PUTS ON A PROGRAM.
BUT ALAS FOR THE OLD RECEIVING SET
AUNT SUSIE HOSSINPFEFFER, WILL BROADCAST DAILY HER RECIPES FOR PUTTING UP SWEET PICKLES. AUNT SUSIE IS THE AUNT OF REPRESENTATIVE JIM HOEHANDLE FROM FROG VALLEY
THE TALENTED CHILDREN OF SENATOR SNITZEL GO ON THE RADIO PAYROLL

Copyright, 1932. New York Tribune, Inc. Courtesy New York Herald-Tribune

Senate Committee Plans Study Of Mexican-Cuban Wave Grabs

State Department and Commission Face Grilling For Laxity as Result of Dill's Resolution

By SOL TAISHOFF

PREPARATIONS for a sweeping inquiry into the North American broadcasting situation, to learn why the State Department has not negotiated with Mexico and Cuba to safeguard channels on which American stations operate, are being made by the Senate Interstate Commerce Committee pursuant to a resolution (S. Res. 163) introduced by Senator Dill (D.) of Washington.

Introduced Feb. 6, the resolution immediately was referred by the Senate to the Interstate Commerce Committee. Senate action will not be in order until after the Committee has held hearings likely to start in a fortnight, and submits its report to the full body. Officials of the State Department and the Commission will be called.

The resolution asks the Secretary of State, with the assistance of the Radio Commission, to negotiate international agreements with Canada, Mexico and Cuba, and any other countries involved, either separately or by joint convention, "for the protection of radio broadcasting stations in all of these countries from interference with one another, whereby a fair and equitable division of the use of radio facilities allocated for broadcasting under the International Radio Telegraph Convention of Washington, in 1927, may be made."

The move grew out of disclosures of station-building activities in Mexico and Cuba which seriously endanger the operation of stations in the United States and Canada. Senator Dill stated in his resolution that many stations in the Latin-American countries are using frequencies upon which North American stations operate and thereby are causing interference. Moreover, he pointed out that it is "reliably reported" that a number of additional stations are planned and under construction near the United States border in Mexico.

Fraud Orders Issued

MEANWHILE, it was revealed by Horace J. Donnelly, solicitor of the Post Office Department, that fraud orders against XED, at Reynosa, Mexico, just across the border from McAllen, Tex., and against an advertiser over CMK, Havana, Cuba's biggest station, have been issued because of the broadcasting of illegal lottery sweepstakes soliciting money from American listeners. These, Mr. Donnelly explained, are the first cases on record in which stations either in this or neighboring countries have been cited for violation of the postal laws involving lotteries.

That the Post Office Department is on the alert to prevent illegal advertising of this or any other character from foreign stations operating in territory contiguous to the United States, with an obvious purpose of reaching American listeners, is clearly indicated by the issuance of these fraud orders. Postal inspectors are observing closely the operations of such stations and redouble their investigations once complaints are received.

Solicitor Donnelly explained that the postal laws give the department full authority to block such illicit advertising so far as possible. The method employed is to refuse delivery of mail to enterprises against which fraud orders have been issued, as well as to refuse to certify money orders consigned to them. Such mail is stamped by the department as "Fraudulent" with an additional notation that it is returned to the sender "by order of the Postmaster General."

XED uses 10 kw., and although it is licensed in the name of a Mexican citizen, the postal fraud order is addressed to the "International Broadcasting Company" and several other aliases alleged to have been used in the solicitation for lottery ticket sales. The second order is against the "National Brokerage Co." and the "Havana Brokerage Co.," both apparently the same concern, which have advertised over CMK. The station is operated with 3,150 watts by the Plaza Hotel in Havana.

Both stations make their announcements in English as well as in Spanish for the benefit of American listeners. Because of their proximity to the American border they are easily heard in southeastern United States. They are among the group of stations understood to be backed by American capital.

Trouble Brews in Mexico

FROM MEXICO, word is received that the new Mexican administration, which came into office about a month ago, plans "drastic changes" in policy governing broadcasting. The nature is not disclosed, but it is known that American interests with investments in Mexican broadcasting are outwardly perturbed. The new Minister of Communications, Miguel Acosta, is a member of the Revolutionary Party. Already, it is reported, he has issued a rigid censorship covering all branches of communications but directed particularly at religious activities. Special efforts are being made to stamp out Catholic activities.

Senator Dill's resolution was the culmination of several verbal attacks he had launched in the Senate recently against the State Department for its failure to correct the North American problem. He said the department had been asked on several occasions to adjust conditions but that it "sits idle and does nothing."

Pointing out that there is no international agreement or treaty dividing the use of frequencies for broadcasting among the nations, Senator Dill said he was convinced that such a treaty must be written to supersede the so-called "gentlemen's agreement" between the United States and Canada by which the 96 wave lengths are now divided. Neither Mexico nor Cuba is a party to this agreement.

It is by no means certain that the Senate will pass the resolution or even be called upon to do so. The fact, however, that hearings will be held before the Senate Committee to rouse the State Department from its apparent lethargy, will be a step in the proper direction, in Senator Dill's opinion. The Commission also will be called upon to present its side of the story. It

(*Continued on page 22*)

Hearing on Brown Points to Approval

Commission Nominee Defends Self Under Couzens' Fire

SENATE CONFIRMATION of Col. Thad H. Brown, Radio Commission general counsel, as radio commissioner representing the second zone, was regarded as a foregone conclusion in Senatorial circles following presentation of testimony by the nominee in his own behalf Feb. 10 before the Interstate Commerce Committee. While the committee will hold further hearings regarding Col. Brown's qualification, it is expected that a favorable report will be made and that the Senate then will confirm him.

Col. Brown defended himself against charges made by Senator Couzens (R.) of Michigan, chairman of the committee, to the apparent satisfaction of other Senators at the hearing. Senator Couzens had protested the nomination to President Hoover on two occasions, charging it was a "political appointment." He questioned Col. Brown particularly about his activities as Secretary of State of Ohio.

Offered Second Zone

WHEN THE original Commission was created in 1927, Col. Brown said he was under consideration for the second zone appointment and afterwards had applied for appointment as general counsel. He read into the record correspondence with Herbert Hoover, then Secretary of Commerce, but explained he rejected the position because it paid only $5,600, which was considerably less than law practice in Columbus afforded. He said he accepted the position in December, 1929, succeeding B. M. Webster, Jr., resigned, after it had been proffered by the White House. The post now pays $10,000.

Col. Brown said he had been president and general counsel of WJAY, in Cleveland, and had owned about 20 per cent of the stock of the corporation, capitalized at $50,000. Although interested in the station for about nine months, he stated he had disposed of his holdings in 1928.

Questioned closely by Senator Couzens in connection with the collection of automobile fees during his tenure as Ohio Secretary of State from 1923 to 1927, Col. Brown explained that when he took office he found corruption in the motor vehicle department and had dismissed several deputies who had diverted funds to their own use.

Col. Brown denied that he had asked certain of his associates to solicit senators in his behalf, in answering a charge by Senator Couzens that several Commission attorneys had consulted Senators "because they hope to be promoted if you're stepped up." He also denied that he had promised the post to any particular assistant but he had assured the three assistant general counsel that he would try to have the vacancy filled from within the Commission.

Opposed RCA Renewals

ASKED respecting his participation in the celebrated "Section 13" case involving the RCA, Col. Brown said he had recommended in an opinion that the Commission refuse renewal of those licenses and permit the case to go to court. The Commission, however, by three to two votes, overruled his opinion, he said.

Col. Brown disagreed with a remark by Senator Couzens that a Commissioner is "almost a czar of the zone he represents," declaring that the record did not bear out such a statement.

Senator Wagner, (D.) of New York, criticized what he construed as politics in radio regulation, and declared that it should be "released from the political grip" and should be as far away from politics as possible.

In recessing the hearing, Senator Couzens asked Col. Brown to submit to the committee a detailed list of actions taken by the Commission respecting Ohio stations and applications. Originally the hearing was recessed until Feb. 11, but was postponed later by the chairman to afford him an opportunity to study the new information.

Prefer Afternoon

WITH NO prize offerings and yet drawing 4,000 fan letters a month, the "Hill Billy Serenade" on WKJC, Lancaster, Pa., is offered as proof by L. H. Bailey, station manager, that mid-afternoon time is salable and effective. The program is sponsored by eight non-competing advertisers daily from 2 to 3 p. m. Its popularity has made that period "preferred position" for which there is a waiting list and for which rates even higher than evening time are obtained. The feature is now nearly a year old.

WOS Transfer Blocked

STATION WOS, Jefferson City, Mo., will remain under state control and non-commercial with the rejection by Gov. H. S. Caulfield of the proposal that the station be leased to its announcer, John D. Heiny. The proposal to lease the station was made when it was found economies had to be effected in operation because of decreased appropriations. An application for assignment of license to Heiny recently was approved by the Commission.

An Advertiser Looks at Radio as a Medium

By LESLIE G. SMITH*
Advertising Manager, Standard Oil Co. of Ohio

Some Limitations as Well as Advantages of Broadcasting; Going on Air Stamps Advertiser as "Big League"

Leslie G. Smith

RADIO is generally recognized as a potent advertising medium even by its rivals, yet some enthusiastic broadcasters are apt to over-emphasize its good qualities and under-estimate its limitations. At least such is the intimation that the writer of this article gives in a critical analysis of broadcasting from an advertiser's point of view.

THE SUBJECT assigned me was "The Client Looks at the Radio." With the kind permission of the copyright owners—in this case our program committee—I want to change the word "client" to "advertiser." To many of you that word "client" may conjure up a picture of something with horns and a tail. But, seriously, I want to consider radio with you from a somewhat broader point of view than that of a present radio user or client. I would like to present some of the fundamental characteristics of the radio as a true advertising medium that every advertiser should consider in formulating his plans.

The radio is a true advertising medium and a potent one. The advertiser needs give it but the most sweeping glance to arrive at that conclusion. There are too many examples of radio advertising successes to leave room for doubt. The national network officials, local station managers and advertising agencies can point with pride to case after case in which radio has been materially helpful in swelling the sales volume of "shoes and ships and sealing wax"—even "cabbages and kings," too, very likely.

Radio is Effective

RADIO has proved itself an effective advertising medium for many different kinds of advertisers and in many different ways. It has long been recognized that radio possesses a truly remarkable ability to win "good will"—that elusive and intangible but universally essential foundation stone of commercial success. Most advertisers who use radio probably do so first of all because of this one characteristic alone. However, radio can and does go a lot further than that. Bales of evidence can be procured to show that radio can also do a thorough-going job as a direct product-selling medium. The radio advertiser, furthermore, reaps a rich reward as a result of this new medium's peculiarly potent influence upon the morale of his own people and the members of his distribution organization. Going onto the air seems to stamp an advertiser as definitely "big league" in the eyes of his own people and his trade.

I hope I am not being misunderstood. I most emphatically am not promoting the radio as the universal medium. THE SATURDAY EVENING POST is a splendid medium, but every advertiser cannot use it profitably. The same thing is true of radio. Whether any given advertiser should or could use radio to good advantage depends upon a lot of things, too many and involved for discussion here. The point I am trying to make is simply this: radio is not some mighty mystery ray but it is one more legitimate and effective advertising medium. And as such it is worthy of careful consideration by any aggressive advertiser.

Essentially, the radio does not differ greatly from other first-line media. The advertiser can employ it nationally, or he can confine his effort within regional boundaries, or he can localize it to a single city, in exactly the same way that he buys national magazines for coast-to-coast coverage or newspapers and outdoor space if they fit his distribution better. But what a difference we find between radio and the other and older forms of media when we turn to consideration of the technique of its use.

O. K. a radio contract and you are in the show business. But, unfortunately, far too many advertisers who decide upon radio campaigns are not experienced showmen. They often soon find themselves in the position of the unfortunate lad who had the wildcat by the tail—unhappy to hang on but afraid to let go.

The prime function of radio is entertainment. That is why it does such a fine job of promoting good will for the broadcast sponsor and his products. It gives folks pleasure—if it is good—and thereby wins their grateful appreciation. But all people do not like the same kind of entertainment, and right there is where the chief difficulty with the use of radio bobs up.

Can't Please All Listeners

THE RADIO advertiser must make up his mind to one thing at the very outset of his campaign. No matter what kind of program he puts onto the air he can never please all of the radio listeners nor please many of them all the time. The best he can hope for is to please some of the public some of the time.

The surest road to radio failure is for the advertiser to succumb to the temptation of building his broadcast program to please himself and his friends. He must get a clear picture in his mind of the kind of people who are prospects for his products and then, with the expert aid of his advertising agency and the radio, try to build up a program calculated to please as many as possible of his real prospects.

Another thing, the radio advertiser must not get the idea that any material number of people are going to give their undivided attention to his program. They will not do it, except in extremely rare cases, such as the broadcast of the minute-by-minute progress of some truly epochal event. Therefore, I maintain that the radio advertiser must give the utmost careful attention to the form, context and manner of delivery of his program continuity.

Continuity is Important

CONTINUITY is the weakest point in the whole radio business today. The novelty of radio has worn off; it has become "background music" in most homes. The listener subconsciously closes his ears to the stereotyped commercial announcement and often cannot tell you who has sponsored a program which may have greatly pleased him. I feel very strongly on this subject of continuity. I am convinced that it is increasingly necessary to employ every available ounce of ingenuity and skill if the advertiser is to get his money's worth out of radio. A few—but woefully few—programs now on the air "click" with their continuity, but certainly too large a proportion of radio advertisers fail in this respect.

This matter of good continuity becomes of tremendous moment when we consider the high cost of radio talent. Talent is to radio what art work, composition and plates are to publication advertising, what paper is to poster space. But the ratio of talent cost to time cost is startling in comparison to the art and mechanical-to-space cost in other media.

If he wished to do so, an advertiser could take a magazine or newspaper page, plop a big black logotype into the center of it and be sure that every reader who sees that page will at least register his name. The radio advertiser, on the other hand, *must* buy a lot of high-cost talent for his broadcast. But then, in far too many cases, he depends upon the usual cut-and-dried "commercial" to register his name and selling message and fails to get the full measure of value from his expenditure. This may seem to be an extreme view. Check up for yourself. Ask 25 of your friends—not advertising people—who their favorite radio entertainer is and who sponsors the program. You'll be surprised.

The attitude of our newspaper friends does not help this situation a bit. By their manner of listing programs under the name of the particular orchestra leader who may be directing or the one bright star on the program, they not only deny the radio advertiser the credit due him as sponsor of an entertainment feature, which I maintain is legitimate news of interest to newspaper readers, but they practically force him to buy "big names" in order to get any kind of advance notice for his offering. Of course, that simply aggravates the talent-to-time cost ratio. It also raises the radio advertiser's cost of merchandising his program—and it must be merchandised—by forcing him to take paid space in which to announce his sponsorship. As a matter of fact, money spent in this way frequently comes from—and weakens—the advertiser's regular publication campaign.

In conclusion I would like to leave this one thought with you. After more than three and half years of experience with radio advertising I am of the opinion that, good though many current offerings may be, the ideal radio program has not yet been developed. Some day some bright boy—or girl—is going to figure out an entirely new technique for program building—a technique peculiar to advertising in this one medium. Perhaps television will bring it.

*Text of talk before Radio Division of Cleveland Advertising Club, Jan. 26.

Time Off at KGER

THE MUNICIPAL band of Long Beach, Cal., heard twice daily over KGER, took seven days "time off, without pay," from Jan. 13 to 25, inclusive, in the interest of economy. The 36 musicians will take an entire month off during the fiscal year, according to George Tyler, assistant conductor.

XUM

Hearings Begin on Copyrights; Mills Rejoins American Society

L. G. Caldwell Appears for Broadcasters at House Session Feb. 15; Rosenthal Post is Filled

E. Claude Mills

COPYRIGHT legislation as it affects broadcasting comes under the scrutiny of Congress Feb. 15, when Louis G. Caldwell, former general counsel of the Radio Commission who has been retained as special counsel for the organized broadcasters, appears at hearings before the House Committee on Patents to present the broadcasters' consolidated views on proposed copyright bills.

Coincident with the announcement by Rep. Sirovich (D.) of New York, the new chairman of the committee, that the broadcasters will have their "day in court," it was definitely learned that E. Claude Mills, formerly president of Radio Music Co., an NBC subsidiary, on March 1 will return to the American Society of Composers, Authors and Publishers as its general manager.

Mr. Mills succeeds the late J. C. Rosenthal, who before his death in latter December was working on a new "yardstick" for levying copyright license fees upon broadcasters, manifestly designed to increase the Society's revenues from radio. Work on this scheme of fees, which was to have become effective Feb. 1 but which has been indefinitely extended, has been left to a committee over which Mr. Mills will presumably now preside.

Sirovich Writing Bill

THE HEARINGS on Capitol Hill are of a general nature, with no definite bill pending before the committee. Rep. Sirovich is himself planning to write a new copyright bill for introduction by March 1, and Senator Dill (D.) of Washington is also writing a copyright bill.

At the hearings Mr. Caldwell will state the views of the organized broadcasting fraternity, after being introduced by Philip G. Loucks, managing director of the National Association of Broadcasters, who will state the scope and aims of the association. The general copyright hearings began Feb. 1, with the Authors League of America presenting its arguments.

Whether Mr. Mills will appear for the Society is not yet known. It is understood that he has been on a vacation trip the last few weeks. His resignation from Radio Music Company was effective shortly after it was decided to reorganize that company.

Mr. Mills returns to the Society, with which he was affiliated before he joined the NBC subsidiary, with an intimate knowledge of radio and, it is presumed, with a more compromising attitude toward the broadcasters than that of his predecessor. On copyright matters he is regarded as one of the best informed men in the country.

A native of Denver, where he was born in 1881, Mr. Mills spent his early youth in Texas, attending the schools of San Antonio. He spent some years in Mexico and South America, including three years at Panama with the Isthmian Canal Commission, before becoming general manager of a string of theaters in the Southwest. He came to New York in 1916 to help organize the Vaudeville Managers' Protective Association. Three years later he became executive head of the Music Publishers Protective Association, and shortly thereafter he reorganized the American Society of Composers, Authors and Publishers.

Oppose Court Broadcasts

CHARGING its committee on professional ethics to investigate and render a report at the next convention in Washington next fall, the executive committee of the American Bar Association at its winter meeting in Charleston, S. C., recently, declared that the broadcasting of criminal court cases from the courtroom and the photographing of trial scenes is "out of harmony with the solemnity of court procedure." The professional ethics committee was asked to suggest disciplinary action for members of the judiciary who are members of the association who allow broadcasts and photographs at trials. The committee consists of Thomas Francis Howe, Chicago, chairman; John Hinkley, Baltimore; Earle W. Evans, Wichita, Kan.; George B. Harris, Cleveland; David J. Gallert, New York; D. J. F. Strother, Welch, W. Va., and Francis J. Carney, Boston.

Radio Threat Concerns Press, Says Don Gilman

FREE SPEECH, free press, free radio—these were presented as cardinal principles of American liberty by Don E. Gilman, NBC vice-president in charge of the Pacific Division, speaking Feb. 4 before the San Francisco Advertising Club. Radio and newspapers, Mr. Gilman said, offer two distinct fields to advertisers and are not competitive.

"Radio is being made the subject of a political attack consitiuting the most serious situation it has faced thus far," he declared. "More bills directed at broadcasting have been introduced in the present session of Congress than ever before. I do not think any of them will succeed, for the regulation of pleasure by self-appointed mentors has gone about as far as it can go in this country.

"Any threat to commercial advertising on the radio is a threat to all forms of advertising. Only a year ago, William Randolph Hearst expressed this thought in a discussion we had, when he said that whatever reflects on commercial radio reflects on commercial newspaper advertising also. You cannot turn back your dial to catch something you missed, as you turn back a page of your paper. Lacking the repetitive element, radio offers a wider horizon of influence than the newspaper; the two run in parallel, not in conflicting lines."

Disk Program Nearly Trebled in 1930; Five Distinct Advantages of Use Cited

Prejudice Against "Canned Music" Disappearing; Great Care Insures Perfect Reproduction

MORE THAN 75 regular weekly electrical transcription programs sponsored by national advertisers were on the air at the beginning of this year, according to a survey by Batten, Barton, Durstine & Osborn, Inc., advertising agency.

Representing an increase of about 175 per cent over the number of programs of the same character broadcast as of Jan. 1, 1930, the figure indicates a steady growth since the advent of the transcription programs in 1929, the agency pointed out. The present figure, however, does not include those records made as catalogues without sponsorship and sold to stations or local advertisers as individual broadcasts.

Broadcasting by electrical transcription, the agency stated, apparently is meeting a real need. Its advantages from the standpoint of the audience, the producer and the station were placed roughly in five classifications, as follows:

1—It can bring together a cast which could not otherwise be assembled for a direct broadcast or series.

2—It permits practiced presentations, thereby insuring a perfection in some cases beyond that of the regular program, often broadcast after a hurried rehearsal, or held under unfavorable conditions.

3—It enables the producer to have his program recorded when and where he wants it and to review the finished product before presenting it to the public.

4—It frequently permits greater selectivity geographically in reaching the desired audience.

5—It often affords coverage of a territory not reached by chain stations.

"Present transcription programs," according to the agency, "are of three general types: the news program which includes news events, dramatic episodes and musical scenes; the all-musical program of orchestral selections, choral numbers and vocal solos and the dance program recorded entirely by an orchestra.

"A specific example of the news programs is the Radio Newsreel of Hollywood. Its weekly releases have included the arrival of a famous actress on a trans-Atlantic liner, meetings of the Los Angeles Breakfast Club and Wampus Club, a Hollywood first night, and scenes taken during the actual filming of feature pictures.

Made on the Spot

"IN EACH case these transcriptions were made on the spot. They were recorded as news events, with a large cast of stars and important people whose participation could not have been secured for a studio broadcast. True, they were carefully planned in advance, but the actual recording occurred at the time they were news.

"A mayor's welcome to a distinguished visitor might be recorded similarly but it would be broadcast immediately, perhaps at 10:30 a. m. when many listeners are away from home. Transcription enables this same broadcast to be made at a time selected as most propitious from the listeners' point of view, taking into consideration sectional time differences.

"The Seiberling Singers represent one of the best all-musical programs now heard and the transcriptions of Vincent Lopez and his orchestra are certainly one of the superior dance programs.

"These musical programs do not have to be made at a definite time, and it is therefore possible for the singers to be in their best voice. Some regular radio artists say they prefer electrical transcription, claiming it assures them true voice reproduction and obviates the possibilities of mistakes such as occasionally mar the direct broadcast. In the recording laboratories it is sometimes necessary to work for a day or two before the master record is passed as perfect by the director.

"Outside the studio experts examine the wax disks with microscopes in advance to make sure they are mechanically perfect. The disks are then placed on the turn tables and a signal is given for the program to start. One false note and the record is cast aside. This continues until there may be many records piled against the wall.

"Once the record is made, however, whether it be of a news event taken 'on location' or a musical program, studio recorded, a duplicate is made to insure a perfect copy in case of breakage in shipment. The actual electrical transcriptions which are used in broadcasting are the result of several involved processes, during which plates of brass, copper and finally a hard shellac composition are used.

"A review of fan mail from various sections of the country indicates that the prejudice to transcription programs as 'canned music' has been largely overcome by the superior quality and careful recording of the regular sponsored programs.

"The transcription records used on most regular programs are of two sizes, the 12-inch records which run at exactly 78 revolutions per minute and the 16-inch records made to play at 33 1/3 revolutions per minute. On the larger records, with their slower speed, it is possible to record a program lasting as long as 15 minutes.

"To insure their perfection the copies are only used from five to six times. For scheduled broadcasts separate new copies of the record are sent to each station and afterwards destroyed."

XUM

Three-Point Landing in Radio Advertising

By HERBERT G. FOSTER
Adams Broadcasting Service, Inc.

Ordinary Horse Sense Necessary in Selecting Programs; Some Follow-up Steps Which Sponsors Often Forget

Herbert G. Foster

WHAT IS TERMED a "crime" in broadcasting is described in this article drawing an analogy between airplane flights and the use of radio for advertising purposes. When a sponsor decides to publicize his product on the air, there are three fundamental factors to bear in mind if he expects results. The author of this article, an ex-flier, has had six years of radio advertising experience with a network, advertising agencies and spot broadcasting. He was one of the original commercial representatives of WEAF, New York, under the A. T. & T.

HAS BUSINESS or pleasure or curiosity taken you up in an airplane?

If you have ever flown, you will easily appreciate the analogy between flying and radio broadcasting. In both you must make a "good three-point landing." Otherwise there's trouble.

The lack of good business judgment or the usual advertising common sense displayed by many users of the "air" is a crime. It's a frightful waste of money and a black eye to the advertising agency or radio counsellor who permits the client to forget the A B C—the three-point landing of broadcasting.

In broadcasting the three points are:

1. "The program's the thing."
2. Intelligent selection of stations and of broadcasting time.
3. The merchandising tie-in to insure getting back the full dollar plus interest from (a) sales force, (b) retail outlets, (c) listeners.

All of which sounds like so many bromides, but in no medium are these three factors more true than in radio broadcasting.

If you have an interesting, saleable story to tell, how shall it be told and to whom? First, you determine the plan of approach to your buying public; then you decide between black and white or colors, after which you weigh, for example, the merits of THE SATURDAY EVENING POST, COLLIER'S and LIBERTY, or the LADIES HOME JOURNAL, the WOMAN'S HOME COMPANION and the PICTORIAL REVIEW, or consider the National Broadcasting Company, Columbia Broadcasting System or spot broadcasting.

You do not contract for space and/or broadcasting time and then call a hurried conference and open it with the prayer "My God, what shall we do"? Your program of sales approach to the public has been determined beforehand as have the copy angle and the question of colors or no colors.

Choosing Talent Carefully

THEN WHY not use that same advertising - merchandising horse sense in figuring out carefully, without panic at the last moment, what type of radio program is the most natural link between the product sponsoring the broadcast and the logical purchasers?

To use the same radio talent regardless of what it is supposed to create good will for, is about as sensible an approach as collecting a lot of adjectives and adverbs, comparatives and superlatives, for anything you want to write about. Be sincere. Move up the sales-street your factory is built on.

"The program's the thing," but the program must be up your special alley and then be produced and staged with—yes, perhaps—intuitive showmanship. A pencil doesn't make a copywriter, a brush an artist, nor do five years of violin or piano make a radio impresario. Use the analogy as far as you want to but use it . . . if you expect a return on your radio investment.

The second point in the three-point landing on the radio field is the same cold-blooded analysis used in selecting publications. The same keen analysis should be applied to "station" values. I put the quotes around "station" because that word refers here to a local station used for actual studio broadcasts or for electrical transcriptions as well as to a "group" or to an entire network of radio stations.

Do advertisers believe all of the solicitations made to them by newspapers, magazines, 24-sheet posters and broadcasting "stations"? (Don't forget the full quotes). No, on the printed media they have skilled men to weigh the pros and cons and to sift facts.

Today, unfortunately, we haven't the record of field signal strength of radio stations as publications have A B C reports showing points of purchase. No network contains all the best stations; each has its share of firsts, seconds and near-seconds. And many independent stations can sit up and challenge the best of them.

Is the product sold nationally, sectionally or locally? Is network or spot broadcasting the more economical as judged from a score of angles? Put down the answer to that last question in black and white for careful study. For one product, a network is the best, for another "spot." It all depends upon the retail distribution and policy of the advertiser and his ability to cash in on the third point of "merchandising tie-in to insure results from sales force, retail outlets and the listeners."

I have seen advertisers fuss and fume over the selection of a baritone or over the choice between two stations in a city, and then disregard completely (despite oral and written entreaties): sending out proper notices to the sales force, or notifying the stores which sell their products, or using a line in their local newspaper advertisements or in the magazines, or running a page in their house organs to dealers and to the public. I have seen advertisers request radio letters in order to count the size of their fan mail and then not open all the mail or send even a form letter out or utilize the public response in sales promotion to their dealers or salesmen.

When a man helps another to spend his and his stockholders' money, it is a sacred duty both to advise and to insist upon the correct use of all three points, be he the advertising manager of the sponsor or the advertising agency or the radio and time placement specialists. An advertising account is not lost through insistence upon the sound use of a medium. Accounts are lost by the counsellor being afraid to differ, even agreeably, with the man who spends the money.

Are we all pilots or are we simply going along for a ride in somebody's radio plane?

Station and Agency Clash on Program

Opposite Points of View Seen In Talks to Cleveland Club

BROADCASTERS and advertising agencies agree that the program is the thing, but they differ somewhat on the responsibility for forming this program according to talks made by Harry Howlett, commercial manager of WHK, Cleveland, and Frank Hubbell, of the Hubbell Advertising Agency, at a recent dinner-clinic of the Cleveland Advertising Club.

Said Mr. Howlett: "Too often, when an agency enters the broadcasting field, some individual in the organization views it as an opportunity for self-expression. Immediately, in his own mind, he becomes an authority on music, art, drama and regards himself as an impresario. The station, though wiser through bitter experience, may be forced to accept an inferior program, and the result is a black eye for radio.

"The station is asked to guarantee success, to give exact coverage to tabulate the number of listeners, but it cannot do so, for the program is the thing. Buyers of time are prone to expect phenomenal rather than average results; they want too much of radio, too quickly.

"The station affords use of its facilities, it builds an organization calculated to assist the buyer of time, and it should suggest the type of program. In fact, the station must insist upon doing this, for if the radio advertiser fails the station fails."

Replied Mr. Hubbell: "We look at radio as we do at the publishers —to furnish the medium to take the advertiser's story to the public. Hence the station should not be expected to write continuity or even determine the type of program any more than the publisher should furnish the layout and copy.

"Properly or not, the station representative is interested only in selling time, without considering whether broadcasting fits into the advertiser's plans or not or whether the amount of expenditure is equitable * * * The radio station is interested in selling all open time. The agency is interested in selling only the time that will do the advertiser the most good."

House Passes Davis Measure Providing Radio Lotteries Ban

Bill May Be Consolidated With White Proposals; Other Legislation Pending in Both Bodies

AT THE END of a veritable "radio field day," in the course of which a score or more members of Congress joined in wordy wrangling over various phases of broadcasting, Rep. Ewin Davis (D.) of Tennessee, chairman of the House committee in charge of radio legislation, on Feb. 10 secured passage without any changes of his bill (H. R. 7716) amending the Radio Act of 1927 in various particulars.

Further tightening of radio regulations may be expected if this bill, which now goes to the Senate, finally becomes law. Probably its most important provision, from the point of view of broadcasters, is the one placing radio under the same restraints as newspapers with respect to lotteries and schemes of chance. That provision (Section 13) reads:

"No person shall broadcast by means of any radio station for which a license is required by any law of the United States, any information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any information concerning any ticket, certificate, or instrument representing any chance, share, or interest in or dependent upon the event of any lottery, gift enterprise, or similar scheme offering prizes dependent in whole or in part upon lot or chance, or any list of prizes or information concerning any list of prizes awarded by means of any such scheme. Any person so doing, upon conviction thereof, shall be fined not more than $1,000 or imprisoned not more than one year, or both."

Other provisions of the Davis bill include:

1. To end trafficking in wave lengths, a provision is added to Section 12 specifying that "no station license shall be transferred, assigned or in any manner either voluntarily or involuntarily disposed of, or indirectly by transfer of control of any company, corporation or association holding such license, to any person, firm, company, association or corporation unless the Commission shall, after a hearing, decide that said transfer is in the public interest, and shall give its consent in writing."

Eliminates Territories

2. SECTION 2 is amended to eliminate the territorial possessions, the Virgin Islands, Porto Rico, Alaska, Guam, Eastern Samoa and Hawaii, from the zone system, while continuing to make applicable other provisions of the radio law to them. The effect of this provision may mean that their facilities will not be charged, as now, against zone quotas.

3. Section 3 is amended to provide for election of a chairman of the Radio Commission annually, as well as a vice-chairman.

4. Section 4 is amended to make hearings mandatory on all changes in wave lengths, power or time. This section also contains other provisions designed to "tighten up" hearing provisions.

5. Section 9 is revised to embrace Section 14 of the present act and amended so as to give the Commission authority to "revoke, modify or suspend" any station license. The Commission had requested authority to suspend stations for not to exceed 30 days as a punitive measure. As amended, the section fixes no limit on time of suspension, but simply requires that before action is taken the Commission shall notify the parties in writing and give them opportunity to show cause why such an order should not be issued.

6. The appeals provisions of the law embodied in Section 16 were rewritten to eliminate ambiguous language and to provide for an appeal from a construction permit as well as other denials.

The bill differs from the White omnibus bill (S. 481) now before the Senate in that it contains the lottery provision but does not include the section aimed at Dr. John R. Brinkley, now operating XER, at Villa Acuna, Mexico, by remote control from Del Rio, Texas, just across the Rio Grande River. Rep. Davis is working on another bill to end broadcasting by Americans from foreign lands, notably Mexico and Cuba, with the obvious intention of circumventing the American radio law.

Bill Merger Expected

IT IS POSSIBLE that the Davis measure just passed will be consolidated with the bill introduced by Senator White (R.) of Maine, but the Senate Committee on Interstate Commerce has not yet set hearings on radio legislation. At any rate, the Davis bill must await Senate passage and Presidential approval before it becomes law.

Before the Davis bill was passed by the House, many angles of radio were discussed and criticism of the Radio Commission was rampant. Many amendments were offered but all rejected. One amendment would have required Commission examiners to hold hearings where the stations are located instead of in Washington. This was defeated, 187 to 126, when Rep. Davis declared that the expense would be too great.

The Dill bill (S. 1037) for consolidating the Radio Division, Department of Commerce, recently passed by the Senate, still awaits passage in the House. Another bill just introduced in the House (H. R. 8759) by Rep. Amlie (R.) of Wisconsin, which has been referred to committee, proposes "to prohibit commercial advertising by means of radio on Sunday." It has very little chance of passage.

Senator Dill has introduced a resolution (S. Res. 163) relating to the Mexican-Cuban situation (See story on page 6). He is working on a copyright measure, while Rep. Davis is working on a bill aimed at curbing radio advertising, restricting interference from Mexico and Cuba and imposing license fees on broadcasting stations for the support of the federal agencies of radio regulation. Rep. Davis says he will soon call hearings on these subjects.

Status of Radio Legislation

The following tabulation shows the present status of radio legislation:

SENATE

S. 4—Fess radio educational bill, pending Committee on Interstate Commerce.

S. 21—King copyright bill, pending Committee on Patents.

S. 22—King bill licenses for unused patents, pending Committee on Patents.

S. 176—Hebert copyright bill, pending Committee on Patents.

S. 481—White omnibus radio bill, pending Committee on Interstate Commerce.

S. 750—McNary bill to prohibit lotteries, pending Committee on Interstate Commerce.

S. 1035—Tydings copyright bill, pending Committee on Patents.

S. 1037—Dill bill transferring Radio Division to Commission, passed by Senate and pending before House Committee Merchant Marine, Radio & Fisheries.

S. 1866—Dill patent bill, pending Committee on Patents.

S. 3046—Dill bill on clear channels, pending Committee on Interstate Commerce.

S. 3047—Hatfield bill for labor clear channel, pending Committee on Interstate Commerce.

S. Res. 28—Howell bill for investigating possibility of broadcasting from Senate chamber, pending Committee on Rules.

S. Res. 58—Dill bill to investigate RKO, pending Committee on Audit and Control.

S. Res. 71—Dill bill providing for broadcasting from Senate chamber, pending Committee on Rules.

S. Res. 129—Couzens-Dill resolution for advertising investigation by Radio Commission, passed by Senate and now in effect.

S. Res. 146—Blaine resolution calling on Attorney General for status of R. C. A. suit, passed by Senate.

S. Res. 163—Dill resolution calling upon the State Department to call a North American broadcasting conference, pending Interstate Commerce Committee.

HOUSE

H. R. 139—Vestal copyright bill, pending Committee on Patents.

H. R. 256—Christopherson bill prohibiting radio lotteries, pending Committee on the Judiciary.

H. R. 410—French lottery bill pending Committee on Merchant Marine, Radio & Fisheries.

H. R. 421—Hoch bill to amend I. C. C. Act to define radio as "Common carrier" pending Committee on Interstate & Foreign Commerce.

H. R. 6039—Sirovich bill to transfer Radio Commission to Department of Commerce, pending Committee on Merchant Marine, Radio & Fisheries.

H. R. 7253—Connery bill to provide clear channel for labor, pending Committee on Merchant Marine, Radio & Fisheries.

H. R. 7507—Lea bill on ocean vessel radio equipment in Canal Zone, pending Committee on Interstate & Foreign Commerce.

H. R. 7716—Davis radio omnibus bill, passed by House Feb. 10.

H. R. 8759—Amlie bill prohibiting radio advertising on Sunday, pending Committee on Merchant Marine, Radio & Fisheries.

H. Res. 80—Horr resolution to investigate Radio Commission and NBC control of Pacific Coast stations, pending Committee on Rules.

H. Res. 110—Amlie resolution on free speech, pending Committee on Merchant Marine, Radio & Fisheries.

Unfair Advertising Attaeked in Report

Six Classes Listed by Section Of Better Business Bureau

THE COMMITTEE on Unfair Advertising and Selling Practices of the Affiliated Better Business Bureaus, Inc., with headquarters in New York, this month released its report condemning six advertising practices as "unecomonic, unfair and against the public interest." The report states that the recommendations are designed to eliminate advertising that (a) may undermine public confidence or (b) injure unfairly the sales or goodwill of a competitor.

The committee, which is national in scope, condemned the following practices:

"1. Misleading advertising—by untrue, deceptive of misleading statement, representation or illustration.

"2. Unfair competitive claims—any statement, representation or implication which might be reasonably construed to lead to a false or incorrect conclusion in regard to goods, prices, service or advertising of any competitor or of another industry.

"3. Disparagement of competitors—any statement, representation or insinuation which disparages or attacks the goods, etc., of any competitor.

"4. Underselling claims — any statement or representation which lays the claim to a policy or continuing practice of generally underselling competitors.

"5. 'Bait' offers—the use of, participation in, publishing or broadcasting of 'bait' offers of merchandise wherein the prospective customer is denied a fair opportunity to purchase.

"6. Deceptive statements accompanying cut prices—any statements referring to cut prices on trademarked merchandise or other in such manner as to lead the public to believe all other merchandise sold by advertiser is similarly low priced, when such is not the case."

CBS Adds KOY

CBS ADDED KOY, Phoenix, Ariz., 500 w. on 1390 kc., to its network with a special inaugural program originating in the Don Lee studios, Los Angeles, Jan. 31.

XUM

Scientific Measurement of Station Coverage

By C. M. JANSKY, Jr.

Accuracy Held Dependent Upon Engineering Field Study; Three Classes of Service in Relation to Reception

C. M. Jansky, Jr.

MIRACULOUS inventions lacking for the determination of the number of listeners of any station, their sex, age and buying power, an engineering method of ascertaining station coverage stands out as the most accurate yet evolved. The scientific and mathematical formulae used as bases for this measurement are herewith explained in a convincing manner. The writer holds that coverage cannot be determined by mail response, power assignment, nor a house-to-house canvass and points out that it is not the location of a station that is important but the location of the night and day coverage areas.

THERE is today a great need for a new invention in the field of radio broadcasting. There is need for a "deevice" as Ed Wynn would call it, in the shape of an indicator or meter which, when put in the studio of a broadcasting station, would show accurately the number of radio receiving sets which at that minute were tuned to the station. The only trouble is that no one has ever been able to invent a simple little "deevice" to fill this need, and furthermore—no one ever will.

While speaking of miraculous inventions, it might be well to stretch the imagination a little further and ask for an indicator which will not only show the number of radio sets tuned to a station but also the number of listeners, their sex, age and buying power. Also, why not a simple machine which would automatically tell just how many radio listeners buy the product of the program sponsor and just how much return the advertiser gets from a particular sponsored program. Then, and only then, would the radio station owner and the advertiser be truly satisfied.

Now all of this sounds and is fantastic, yet the various factors which determine the value of radio advertising can be studied and the information thus secured, if accurate, can be of real value. However, to be of value the degree of accuracy must be known.

The science of medicine made but little advance until by dissection doctors began the study of the parts which make up the human body. Similarly, accurate knowledge of the value of commercial broadcast programs is dependent upon knowledge of the parts which go to make up a commercial broadcast system.

Classifying the System

FIGURE I is a rather crude graphic representation of a complete commercial broadcast system. The first half of the diagram, composed of Parts I, II and III, is the radio communication system proper. The second half, composed of Parts IV, V and VI, deals with the radio listeners and their reaction to broadcast problems.

A radio communication system consists of three parts: (I) a transmitter installation, (II) a transmission medium which in broadcasting carries signals from the broadcast station outwardly in all directions from the transmitter to (III) all of the receiving sets which receive adequate signal for reception if those receiving sets are adjusted for that particular station.

Consider each receiving set shown in part III to be multiplied by a factor of 100,000. Then of 600,000 receiving sets capable of receiving the program from the station (coverage), 400,000 are shown as actually tuned to it while 200,000 are either not in use or tuned to some other station. Of the 400,000 sets tuned to a particular program, 100,000 have four listeners each, 100,000 have one listener each and 100,000 have three listeners each, while 100,000 have two listeners each. The "audience" for this particular program is therefore 1,000,000. (The factor 100,000 times the number of circles shown in part IV.) Of these 1,000,000 listeners, 400,000 are shown as sometimes buying the product of the program sponsor. (The factor 100,000 times the number of circles shown in part V.) From these figures and other essential facts, the value of the program to the sponsor can be determined.

The complete commercial broadcast system as shown has certain inherent characteristics which must be given careful consideration in laying the plans for any investigation intended to determine the value of broadcasting. Some of these are:

Inherent Characteristics

1. IN MOVING from left to right, that is from transmitter to buying listener, accurate facts become of greater importance in determining the value of the program.

2. However, in moving from left to right, accurate facts become more and more difficult of determination, (i.e. audience varies from day to day and hour to hour and can never be determined with the same accuracy as coverage. Coverage is harder to determine than power radiated.)

3. A knowledge of the parts of this system is basic to a knowledge of the whole (i.e. study of radio listeners who buy requires studies of audience. Studies of audience should be based on a knowledge of coverage, etc.)

4. Parts I, II and III, being parts of the radio communication system can be investigated only by study of the scientific phenomena of radio transmission and the engineering factors affecting radio receiving set design. In dealing with coverage, we are dealing with the scientific facts and principles which go to make up the radio communication system and only to a very limited extent with human reactions. On the other hand, study of the last three parts of this commercial system requires consideration of human reactions and human emotions as well as their cause and effect. That is to say, the complete commercial broadcast system naturally subdivides itself into two major divisions, the first dealing with the science of radio communication and the second with the reactions of human beings to the broadcast programs which they receive. Not only are the methods which must be applied to the study of the communication system radically different from those which must be applied to the division dealing with human reactions, but the facts with respect to the radio communication system, while exceedingly complex, are capable of much more exact determination than are facts concerning parts IV, V and VI of this system.

5. Because of the very nature of the system as a whole, consideration of the first three parts of this system is fundamental to consideration of the last three parts. In other words, consideration of where a station can be heard is fundamental to consideration of who listens to it and why in any well-organized course of procedure.

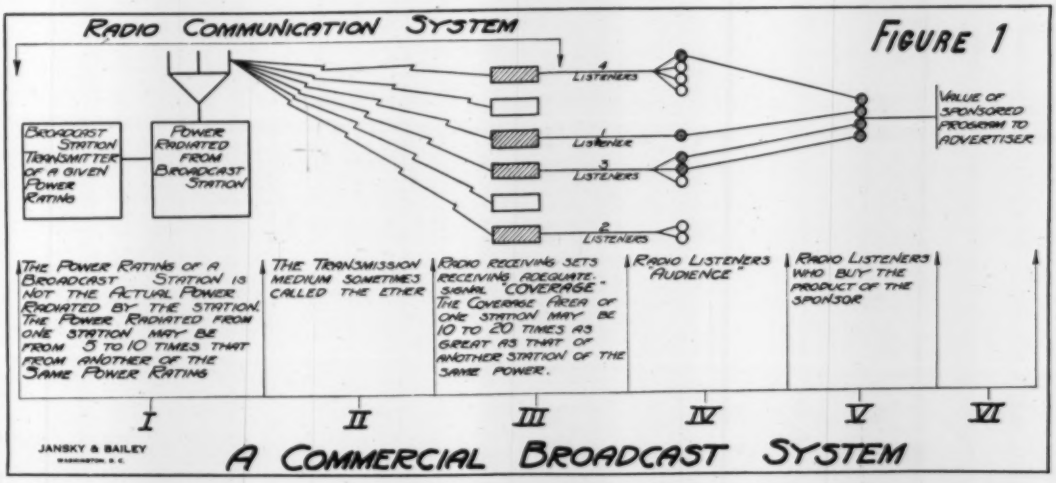
Reception Conditions

NOW DIRECT attention to Part III of Figure I, the last link in the radio communication system proper which is just ahead of those parts so complicated by the human reactions. Consider a single particular receiving location where the receiving set is adjusted for reception from a particular broadcast station. Consider first daytime conditions. These may be classified under one of three heads:

1. The listener can receive the station satisfactorily any day.

2. The listener can receive the station satisfactorily only on certain days but not satisfac-

(*Continued on page 24*)


RADIO COMMUNICATION SYSTEM
FIGURE 1
BROADCAST STATION TRANSMITTER OF A GIVEN POWER RATING
POWER RADIATED FROM BROADCAST STATION
4 LISTENERS
1 LISTENER
3 LISTENERS
2 LISTENERS
VALUE OF SPONSORED PROGRAM TO ADVERTISER
THE POWER RATING OF A BROADCAST STATION IS NOT THE ACTUAL POWER RADIATED BY THE STATION. THE POWER RADIATED FROM ONE STATION MAY BE FROM 5 TO 10 TIMES THAT FROM ANOTHER OF THE SAME POWER RATING
THE TRANSMISSION MEDIUM SOMETIMES CALLED THE ETHER
RADIO RECEIVING SETS RECEIVING ADEQUATE SIGNAL "COVERAGE". THE COVERAGE AREA OF ONE STATION MAY BE 10 TO 20 TIMES AS GREAT AS THAT OF ANOTHER STATION OF THE SAME POWER.
RADIO LISTENERS "AUDIENCE"
RADIO LISTENERS WHO BUY THE PRODUCT OF THE SPONSOR
I
II
III
IV
V
VI
JANSKY & BAILEY
A COMMERCIAL BROADCAST SYSTEM

Present Set-up Held Most Efficient

Only 420 Stations, Rather Than 610, Operate Every Night, Records Show; Deletions Based on Careful Study

By DR. C. B. JOLLIFFE
Chief Engineer,
Federal Radio Commission

C. B. Jolliffe

REDUCTION of the number of broadcast stations is often cited by critics of existing allocations as the only feasible way of attaining perfect transmission and reception conditions. Ever so often one hears that the Radio Commission has not met this situation effectively and that there now are on the air more than 600 stations as against the peak total of some 735 when the Commission came into existence in 1927 with the main job of restoring order on the wave lengths. These critics further contend that many of the stations eliminated "just died," that others were consolidated and that the net number deleted is almost negligible.

But what are the facts? Strictly speaking, there are not 610 stations on the air. Actually there are 420, which represents a very substantial reduction from the 735 which were operating helter-skelter at the time of the breakdown of the radio law in 1926. Only that number of stations operates simultaneously during evening hours. Current records show that 608 stations hold licenses, but the difference is made up by those operating daylight only or with limited time.

While hardly perfect, the existing allocation is scientific, and, I believe, derives the maximum benefits possible within the limitations of legal, economic and other restrictions. Improvements constantly are being made, but on a gradual scale and consistent with the Radio Act of 1927 and the Commission's own regulations.

Interference Measurement

THE MEASURE of interference does not grow from the total number of stations licensed but from the total number operating simultaneously. Because propagation is infinitely better at night and because the evening hours are most desirable under ordinary circumstances, basically, the measure of interference simmers down to the number of stations operating simultaneously during evening hours. That total is 420.

Day stations and limited time stations are installed at locations and operating on frequencies on such a basis that minimum interference will be caused in the daytime. If these same stations operated at night, they would destroy the service areas of the dominant stations on the particular channels.

The task of working out this allocation has been long and tedious, and fraught with many difficulties. It went far beyond the formation and application of an engineering formula. To bring about the present situation, wherein only 420 stations operate simultaneously at night as against 735 full time stations in 1927, the Commission held hearing after hearing after which it weighed the respective merits of competitive stations, took into consideration such matters as investments, and afterward debated individual cases in litigation in the federal courts.

In addition to the job of reducing the number of stations, the Commission had to determine whether a particular station would operate without interference on a particular frequency. By following this scientific formula, the Commission cleared up local interference conditions for the most part and established a standard of adequate geographical separations between stations on the same or adjacent frequencies.

Engineering regulations of the past two years have done much to improve the technical setup. Stations must have equipment capable of delivering their licensed powers with a minimum of 75 per cent modulation. The new 50-cycle tolerance regulation, which becomes effective in June, is another decided forward step.

Fifty-Cycle Order

THE 50-CYCLE order does not mean that there will be more room available for stations, as some suppose. It simply means a reduction in heterodyne interference, and it should give every existing station a larger service area. It will mean a closer approach to maximum service.

An analysis of licensed stations shows that of the 420 operating simultaneously at night, 45 are on clear channels. As of June 30, 1931, 187 were on regional channels, and 188 on local channels.

There were 46 day stations as on that date, restricted in operation under the regulations, from 6 a. m. to local sunset. Of these 15 were on clear channels, 23 on regional and 8 on locals.

Limited time stations, all operating on clear channels during daylight at the location of the dominant station and at night when the dominant station is not in operation, totaled 21.

Part-time stations, or those operating a portion of the time, with the remainder of the time on the same frequency not allocated in the same geographical location, totaled 13, of which five were regional and eight local.

The number of stations sharing time, with two to four stations in the same geographical location operating on the same frequency at different hours, was 232. Of these 22 were on clear channels, 133 on regionals and 77 on locals.

The grand totals showed 90 stations on clear channels, 284 on regionals and 238 on locals, for a total of 612 stations as of June 30, 1931.

Education "Racket" Again!

What College Station Broadcasts Apparently is Sacrosant Even if "Interpretation" May Border on Perjury

INDICATING the sincerity—nay, even the honesty—of the educational faction that is fighting commercial broadcasting behind a federal lobby seeking to secure 15 per cent of the wave lengths for educational institutions, are the contents of a "rush bulletin" addressed to all members of the Association of College and University Broadcasting Stations by T. M. Beaird, executive secretary.

This bulletin, intended as confidential, was mailed by Mr. Beaird under date of Jan. 25 from the University of Oklahoma, where he is connected with the Department of Town and Country Service. The association of which Mr. Beaird is executive secretary is one of the nine banded together in the "15 per cent lobby" under the chairmanship of Joy Elmer Morgan, editor of the JOURNAL of the National Educational Association.

Let the "rush bulletin," quoted herewith in full, tell its own story:

"Each of our members has received in the past few days a questionnaire from the Federal Radio Commission. Most of you have received an additional one-page questionnaire from the Commission today.

"I am in receipt at 1:00 p. m. today of a day letter from one of our program directors who evidently has inside information on this questionnaire. He advises in his wire, *'send rush bulletin to all educational stations to interpret as educational broadcasting everything they do except any time sold commercially stop at least the percentage should be close to one hundred.'*

"This rush bulletin is being released and may I especially urge that you give particular attention to the questionnaire you have received from the Commission and make an interpretation on your report as suggested in this wire. *It is quite important that this be done.*

"Please advise this office if the questionnaire you are filing for your station has been sent to the Commission on the basis as outlined above."

KERN Joins Net

STATION KERN, Bakersfield, Cal., which formerly was KSMR, Santa Maria, Cal., has been added to the Don Lee network as another of the group of stations owned by the McClatchy newspapers affiliated with that network. Other McClatchy stations are KMJ, Fresno; KWG, Stockton; KFBK, Sacramento, and KOH, Reno.

Networks' Revenue Gains 33 Per Cent

Largest Increase From Foods, Toilet Goods and Tobacco

GROSS incomes of NBC and CBS for broadcast time sold during 1931 aggregated $35,791,999, an increase of 33.6 per cent over the 1930 calendar year figure of $26,815,746, according to information just made available.

Of the total the NBC networks realized $25,607,041, representing an increase of 27.5 per cent over the 1930 total of $20,088,887. CBS grossed $10,184,958, which was 51.4 per cent over the 1930 total of $6,726,859. These figures do not include incomes from artists' services and other sources, or regular discounts.

The 1931 increase over the preceding year fell somewhat below the improvement shown in 1930 over 1929. Time sold by the networks in 1929 yielded $18,729,571, which was about 43 per cent below the 1930 figure.

Business in 1929 for the combined networks, however, was 83 per cent above the $10,252,497 realized in 1928, the first year in which both networks were in operation. In 1927, NBC, then alone in the field, grossed $3,760,010.

Appreciable increases were shown also in the month to month business during 1931 as compared with 1930. Particularly significant was the disclosure that revenue during the summer months is falling off less and less and that last summer noteworthy gains were shown over the same months last year.

Network gross receipts during January were $2,637,130 as against $1,989,497 for the same month of 1930. In February they were $2,590,521 as compared with $1,872,575; March, $3,140,984 and $2,295,190; April, $3,164,075 and $2,198,808; May, $3,035,623 and $2,300,243; June, $2,834,095, and $2,033,337; July, $2,764,294 and $2,074,475; August, $2,527,256 and $1,959,782; September, $2,739,439 and $2,122,705; October, $3,253,298 and $2,674,036; November, $3,504,817 and $2,576,721, and December, $3,598,110 and $2,718,377.

In the commodity groups largest increases in radio advertising for 1931 as compared with 1930 were shown by food and food beverages, drugs and toilet goods and cigars, cigarettes and tobacco. The volume of advertising carried on the two systems for foods and food beverages amounted to $8,957,021 in 1931, as compared with $5,264,118 in 1930. For drugs and toilet goods the figures were $6,106,667 as against $3,236,343, and for the tobacco lines, $5,371,117 as compared with $2,076,114. Other commodities which showed substantial increases were shoes, furnishings, trunks and bags, soaps and house supplies and paints and hardware. Radio, phonograph and musical instrument advertising decreased from $2,402,508 in 1930 to $909,957 last year.

IN LIEU of its former night time-sharing arrangement with KID, Idaho Falls, the Radio Commission on Feb. 9 assigned KTFI, Twin Falls, Idaho, to the regional channel of 1240 kc. with full time.

Evolution of the Sherlock Holmes Program

By JAMES M. CECIL
Cecil, Warwick & Cecil, Inc., New York

Radio and Popular Drama Episodes Chosen by Sponsor To Overcome Prejudices of Public Against Product

SETTLING down in a comfortable chair with a favorite pipe and a steaming cup of coffee, Dr. Watson lets memory rove back to the days of Baker Street, when Sherlock Holmes was at the height of his career and when any knock on the door might bring the first word of a new and thrilling adventure. As Joseph Bell, Dr. Watson's friend and an NBC announcer, lends a willing ear, strange tales are spun out of the threads of experience. Murderers return to the scenes of their crimes. Old vengeances are resurrected. Brilliant plots, hairbreadth escapes, lightning deductions—all follow in close succession.

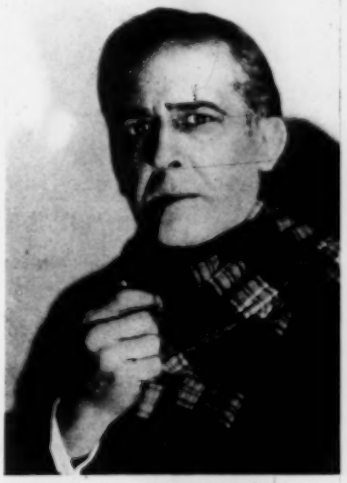
Three times each week, Dr. Watson's leisurely drawl leads into the setting of an adventure, then music sounds an interlude, and finally the characters of the drama relive their parts. This is the Sherlock Holmes program, sponsored by the makers of G. Washington's Coffee, the G. Washington Coffee Refining Co., Morris Plains, N. J. Popular as it has been from the start, its popularity increases daily. In a recent poll of the radio editors of the country conducted by the NEW YORK WORLD-TELEGRAM, this program was voted the best dramatic offering on the air. After but two years of broadcasting, the sponsors take as much pride in these signs of popular prestige, as they do in the high standards and commercial success of the program.

Why radio advertising was selected, in what way the Sherlock Holmes dramas were evolved, and how they fulfill the need for which they were established make an interesting story. Contrary to the usual opinion, the sponsors believed that a type of program could be found which would make it possible to explain detailed selling points by radio as well as they could be explained elsewhere. And in the case of G. Washington's Coffee, it is vitally important to explain quite clearly just what this coffee is, just how it differs from other coffees, and just how it is made.

Prejudices to Overcome

OF HARDLY less weight in the decision to advertise by radio was the realization of a number of unconscious prejudices which might (and, in fact, did) exist in the minds of the public. The most important adverse prejudices held by persons with a slight acquaintance with G. Washington's, or none at all, included these: (1) that G. Washington's was not real coffee; (2) that G. Washington's was some type of "deteriorated" coffee: that is, either caffein removed, or strength impaired, or flavor lessened; (3) that G. Washington's was merely a handy coffee of inferior grade, therefore suitable only for times and places when quality and flavor might be sacrificed for the ease and speed in making. In addition to these unconscious prejudices, the advertising was forced to combat a general and deep-rooted dislike—the dislike and distrust of any product which seems to be "concentrated," "preserved" or "tabloid" variety of food, regardless of its quality.

To overcome these prejudices, and to put across precise selling points radio advertising had special value. The spoken word could carry the message of a new and dramatically simple process of coffee-making with great force and clarity to people accustomed to traditional, involved methods. Provided only that something unusual, dramatic, and at the same time, friendly, could be found, the dramatic element in the making of G. Washington's Coffee would do the rest.



RICHARD GORDON, NBC Player, as Sherlock Holmes

THE MAKERS of G. Washington Coffee had a problem to solve just as Sherlock Holmes has in every one of the popular dramas which they sponsor. And they solved this problem by selecting radio advertising and an intensely interesting program to explain the unique qualities of their product. Another secret of the success of this feature, which was recently selected by the country's radio editors as the best dramatic offering on the air, is the cleverness of the commercial talks which introduce and conclude each drama.

Neither music alone, nor music and dialogue intermingled, offered a suitable background for selling a coffee which had unusual and distinctive features among its selling points. Drama, on the other hand, has been remarked upon by radio experts for its power to get and hold the close attention of the audience. Eventually, it was decided to use drama with thrills and humor, with running dialogue and swift action, drama which was spiked with interest and yet was the friendly, human, and natural rather than wildly melodramatic. Familiar and popular characters were desired. And so, Sherlock Holmes came out of retirement.

Advertising Not Tiresome

THE REST of the story is one of success. The intelligence of the radio audience had been held in such high regard, so much care had been put into preparation, so much thought had been given to the desirable high standards of commercial broadcasting, that the program was popular almost immediately. It has been substantially unchanged since its inception. It is now on the air three times each week, once on the Pacific Coast, and twice in the East, via NBC networks. Yet with all these broadcasts, the commercial credits have not become tiresome, even to regular listeners. The credits deal with precise, detailed selling points, and yet are not unwieldy. And they all have a decidedly unique feature—one in which the radio audience delights—actual coffee-making before the microphone at each performance, to the accompaniment of teaspoons clicking on cups and hot water gurgling as it is poured.

Here are one of two comments by radio columnists:

"The advertising in this series (Sherlock Holmes) is an example to every other sponsor. It is adequate from the sponsor's point of view and absolutely without offense to us."—NEWARK EVENING NEWS.

"Deftly produced drama."—NEW YORK WORLD-TELEGRAM.

The broadcasts are moving into a new field at the time of this writing, with the presentation of serial dramas in weekly installments. These serials were started in answer to the same popular demand that called for the repetition of last year's adventures one night a week during the present season. Above and beyond their technical success, these dramas have something which has caught the imagination of the public. A peculiar quality of charm pervades every program. And, it seems, "Age cannot wither, nor custom stale, the infinite variety" of that charm.

Camel Cast on Tour

THE ENTIRE cast of the CBS Camel Quarter Hour, including Morton Downey, Tony Wons and Jacques Renard's Orchestra, will soon start an extensive vaudeville tour, broadcasting from each city on regular schedule. The act will be billed under its radio designation of "Camel Quarter Hour," thus giving the R. J. Reynolds Tobacco Company added exploitation for its product. Innes Harris, of the radio publicity staff of Erwin, Wasey & Company, the agency handling the Camel account, will accompany the radio troupe.

"Voice of Iron Range"

PERSONNEL of WJMS, Ironwood, Mich., one of the newest broadcasting stations to go on the air, having been inaugurated Nov. 3, 1931, has been completed, according to Noel C. Ruddell, manager, who formerly was manager of WBOW, Terre Haute, Ind. Walter Patterson is program director and chief announcer and Kenneth Singleton is chief engineer. Both also came from WBOW. The station, a 100 watter, is called "The Voice of the Iron Range," serving an area in which daytime reception has been impeded because of the iron deposits there.

KMCS Now KRKD

KMCS, Inglewood, Cal., about Feb. 1 made its delayed moving to the Arcade Building, Los Angeles. Coincident with the moving the call letters became KRKD. Transmitters and towers will be on the roof and studios on the third floor. The V. G. Freitag radio advertising agency has moved from the Commercial Exchange Building to the Arcade Building with offices at the KRKD studio. Freitag is broker for all of the time at KMTR, KMPC and KRKD.

XUM

Better Newspapers as Radio's Rival

Editor Raps Publishers for Laxity in Their Publications, Urges Fair Play Wherever the Two Media Compete

HERE IS a constructive view of the radio-press issue from a man who edits a newspaper in the same community from which H. O. Davis, publisher of the Ventura Free Press, directs his nation-wide propaganda campaign against broadcasting. That the author of this article, rather than Davis, has the support of the California publishers is apparent from their emphatic refusal to aid the anti-radio campaign at a meeting last month. They even went so far as to raise the question, without receiving an answer, as to where Davis is getting money for his propaganda dissemination.

By ROY PINKERTON*
Editor, Ventura County Star

THERE ARE several aspects, rather than just one, of the relationship between radio and the newspaper which we should consider.

In the first place, radio unquestionably is a great agency for the dissemination of music, entertainment and information. It is in the public welfare that in every way we foster all such possibilities and aid to the extent of our ability to shape the development along the most wholesome and useful lines.

Secondly, the radio industry is an important business from which we have derived in the past a substantial advertising patronage and from which in the future we may derive an even greater income. Naturally, selfish interests dictate that from that angle we should maintain a sympathetic and understanding attitude.

In the third place, radio in some ways and to some extent is a direct competitor of the newspapers. Insofar as it competes for the same advertising appropriations, we should demand a basis of fair play. For instance, we should demand the same ethics as to types of advertising which are not to be accepted, and the same requirements as to lottery dissemination. In the matter of news handling, obviously the same libel laws ought to apply.

And perhaps most important of all, we should insist that the press association reports, for the gathering of which we pay heavy monthly tolls, not be given or sold to the broadcasting companies.

Special Advertising Rates

I HAVE a copy of the proceedings of the 1931 meeting of the American Society of Newspaper Editors. In addition to many other worth while discussions, it contains a report of a discussion of the radio situation which is so good that I wish it all, or at least a good digest, might be reprinted in the California Publisher. Volney D. Hurd, radio editor of the Christian Science Monitor, gave the principal talk. Among many excellent points which he made was the one that radio fundamentally is entertainment and that, like other entertainment, it should advertise its programs.

Please permit me to read just one of his paragraphs: "But we ought to make it very easy for them (the broadcasters). I think a special study should be made of radio program advertising, and then special space and extremely low rates made for this particular class of advertising. Even if this plan lost money at first, I believe it would establish a trend and that in the future, as advertisers become more familiar with broadcasting and the value of these program advertisements were proved, the rate could be raised to a point where the programs would produce a profit. Above all, the programs should be seriously merchandised."

I was asked to stress in this talk an entirely different side of the radio matter and one on which I feel deeply; namely, that after all is said and done the one best way to meet the radio competition is to publish better newspapers. Our papers, if they are to resist whatever menace may lie in radio competition, must be more readable, more informative, more stimulating, more vital.

I believe we must confess that in almost any California county you can find newspapers which are so badly printed that they repel the reader at the start; newspapers in which the wire service is handled in a routine, unenthusiastic way, resulting in just so many columns of type turned out like so many cakes of soap; newspapers in which the local news is written in a shallow, non-understanding way; newspapers in which standardized features are poured in with never a glance from any responsible person; newspapers in which the editorials are pale, listless, anemic, generalized, on far-away topics.

Against that sort of a press, radio finds easy competition. Insofar as inroads have been made, it is due principally to the fact that too many places are served by this type of newspaper.

When I was first made editor of a newspaper, a wise publisher instructed me along this line: "So edit your paper that, if a copy of it and a half dozen other newspapers were tossed face up on a table, a casual passerby would reach out for yours and say, 'Gee whiz, what's this?'"

I believe that today, as then, we need more "Gee whiz" in our papers; not sensationalism, but a revitalized, modernized handling of news and comment.

We must have attractive typography; good make-up; clean, workmanlike printing. One of the typesetting machine companies has an excellent slogan, "Type is made to read." Equally, newspapers are made to be read. We should have good pictures on timely topics; there is one place that radio can't compete at all, though some day perhaps it will. * * *

I also should like to call your attention to the fact that I am not at this time urging the betterment of our product through the expenditure of more money. Rather, I believe the program outlined can be carried out by a closer application to our respective jobs, by putting more zest into the whole conduct of the newspaper and by centering more directly on the main issues.

The essence of the newspaper business is publishing the vital, interesting developments of the day in an intelligent and attractive form. If every California publisher all during 1932 concentrates successfully on that program, radio as a menacing competitor will cease to trouble us before we meet in northern California for our next annual convention.

*From an address before recent convention of California Newspaper Publishers Association, San Bernardino.

DeForest Seeks Merger

ABSORPTION of the Jenkins Television Corporation by the DeForest Radio Company, of Passaic, N. J., which now controls the former company, is proposed in a plan submitted to Jenkins' stockholders for ratification. Leslie S. Gordon, president of both companies, explained that the consolidation would be an exchange of stock whereby the two companies would operate as a unit under the name DeForest-Jenkins Radio & Television Corporation, and an intercompany indebtedness of Jenkins would be wiped out.

Several years ago DeForest acquired control of Jenkins through an exchange of stock. In protecting its investment in the latter company, DeForest has been obliged to finance the Jenkins corporation, resulting in a "growing indebtedness which it is now sought to cancel by the absorption of Jenkins assets and continued activities by an enlarged DeForest organization," the announcement said.

Lafount Explains Order Affecting Transcriptions And Phonograph Disks

TO CLEAR up many apparent misinterpretations of the new regulation governing announcements of phonograph records and transcribed programs, effective Feb. 1 as a part of the new Rules and Regulations, Federal Radio Commissioner Harold A. Lafount declared Feb. 13 that the regulation is not designed to permit use of indiscriminate terms in announcing such records.

The growth of the electrical transcription division of broadcasting, in which recorded programs are made exclusively for broadcast purposes, was primarily responsible for modification of the order, Mr. Lafount said. This applies particularly, he indicated, when programs are recorded for particular advertisers for simultaneous release over a number of stations.

"It is my personal view," said the Commissioner, "that no attempts should be made to 'fool the public' in the announcement of phonograph records. To do so would be to violate the terms of the new order. Records that can be purchased at the corner music store and reproduced on the home phonograph are not 'electrical transcriptions' but phonograph records."

Mr. Lafount pointed out that electrical transcription producers, as distinguished from producers of phonograph records, claim that production of such programs entails the same processes as that of network or other "in the flesh" presentations. That is not so in the case of a phonograph record, which is made for home reproduction.

Must Describe Records

"AS I INTERPRET the new regulation, it means that every ordinary record performed must be described in clear terms each time it is played. There should be a distinction, however, between phonograph records and transcriptions made exclusively for broadcast purposes.

"There is some merit to suggestions which have been made that electrically transcribed programs, produced for a particular advertiser for simultaneous release, be announced by naming the studio that produces them. Proponents of this method point out that there is no possible way in which a phonograph record could be identified by naming the studio, since no broadcast studio prepared it, while with transcriptions the very fact that a radio program studio is named shows the program was prepared exclusively for broadcast purposes."

Mr. Lafount pointed out that the modified regulation permits broadcasters to announce mechanical reproductions in their own language. The exact form of the announcement is not prescribed, but it should be "clear and in terms commonly used and understood," he said. Broadcasters and the transcription producers, therefore, he said, are thrown on their own resources in selecting that language, but should not "overstep the "overstep the bounds," he con- bounds," he concluded.

WOW Appeal Raises Question Of Education Station's Rights

Interference and Quotas Argued in WFI Appeal; New Issue in Third Appeal on WLOE Case

THE FIRST appeal to raise the issue of whether the facilities of an educational station should be forfeited upon application of a commercial station of proved merit has been argued before the Court of Appeals of the District of Columbia and now awaits decision.

Involving the application of WOW, Omaha, operated by the Woodmen of the World, for the one-seventh time now used by WCAJ, Lincoln, Neb., on the 590 kc. channel, operated by Nebraska Wesleyan University, the case was argued before the court Feb. 1. Paul M. Segal, former assistant general counsel of the Commission, appeared for WOW, while Duke M. Patrick, assistant general counsel, argued in defense of the Commission's denial of the Omaha station's application.

On the same day the court heard arguments on the appeal of WFI, Philadelphia, operated on 560 kc. with one-half time by Strawbridge and Clothier, which was denied an increase in power from 500 watts to 1 kw., both day and night. Mr. Patrick also argued this case for the Commission, and was opposed by B. M. Webster, Jr., former Commission general counsel.

In the WOW case Mr. Segal brought out that the station now operates six-sevenths time on 590 kc., with the university station using the remaining one-seventh. Examiner Elmer W. Pratt had recommended granting of the application, but the Commission reversed him. Mr. Segal said there was no contradiction of the service rendered by WOW and that full-time was desired to permit program flexibility. Furthermore, he asserted that WCAJ has not maintained its equipment consistent with engineering standards and that it recently was forced to reduce its power from 500 to 250 watts to conform with Commission regulations.

Mr. Patrick pointed out that the granting of the WOW application would mean deletion of the college station. Should the Commission heed the suggestion of Mr. Segal and assign WCAJ to another frequency, it would violate quota regulations, he declared, since Nebraska is overquota. He said it was debatable whether WOW had made such a case to require, as a matter of law, that WCAJ be deleted. The Commission, continued counsel, found that the WCAJ was giving good service and should not be deleted—a decision which it regarded as a question of fact which should not be disturbed by the court.

Interference Issue

IN THE WFI case, Mr. Patrick declared, the Commission sustained in part and denied in part the recommendation of Chief Examiner Ellis A. Yost that the station be permitted to increase its day power to 1 kw. but that its night power remain at 500 watts. The Commission held, Mr. Patrick argued, that Philadelphia now has adequate service and that interference on 560 kc. would be increased by the requested power boost in that the proposal conflicted with the Commission's mileage separation tables as well as with engineering testimony given at the hearing. Interference also would be caused with stations on the adjacent frequency of 570 kc., he said.

Mr. Webster, however, contended that there was no showing that interference would be caused and added that both Pennsylvania and the second zone are underquota in radio facilities. The fact that WFI did not apply for facilities in an overquota state or zone, he held, did not alter the quota situation, and if interference would be caused by the power increase, it is the Commission's function to reduce power of other stations affected in overquota states and zones. Moreover, Mr. Webster argued, interference naturally is to be expected on regional channels.

A third appeal growing out of the Commission's decision of Jan. 18 deleting WLOE, Boston, was filed by Louis G. Caldwell and Arthur W. Scharfeld in behalf of William S. Pote, original owner of the station. Previously, the Boston Broadcasting Co., licensee, had been granted a stay order by the court. Fred H. Goss, also financially interested in the station, who sought authority to obtain assignment of a new station to use the WLOE facilities on 1,500 kc., with 100 watts night and 250 watts day, also appealed from the decision denying his application. The New England Broadcasting Co., controlled by Mr. Pote, had filed a petition for intervention along with the Boston company appeal, which the Commission opposed.

Other Court Decisions

THE NEW appeal for Pote was based on the Commission's denial of involuntary assignment of the license from the Boston to the New England Company. It is the first time such an appeal has been filed under Section 16 of the Radio Act, which relates to license assignments. The Commission on Feb. 9 filed with the court a motion to dismiss this appeal on the ground that Section 16 does not permit such procedure.

In an opinion on Feb. 1 the court affirmed the decision of the Commission denying the request of WHB, Kansas City, for increased power from 500 watts to 1 kw. on its daytime assignment on 860 kc. When oral arguments were presented in this case, the court declined to hear Commission counsel, indicating that it would not disturb the Commission decisions denying applications involving increase in quotas of overquota areas.

Dismissal of the appeal of the Ozark Radio Corporation, Carterville, Mo., involving an experimental station license, was ordered by the court on Feb. 2 for nonpayment of printing fees.

At the request of the appellant, WKBO, Jersey City, N. J., operated by the Camith Corporation, the court dismissed its appeal from the Commission decision ordering its deletion, along with WNJ, Newark, N. J., to make way for WHOM of Jersey City, operated by Harry F. O'Melia, on the 1460 kc. channel, which they shared also with WBMS, Hackensack, on a four-way split. The Commission subsequently authorized WHOM to use one-half time on the frequency, but the WNJ appeal is still pending, and the station is operating under a stay order.

Notice of its intention to intervene in the appeal of WOQ, Kansas City, from the Commission's decision deleting the station, was filed by KFH, Wichita, Kan. The Commission had granted KFH full time on 1300 kc. with 1 kw., and had refused renewal of WOQ'S license for failure to serve public interest.

The appeal of WFBR, Baltimore, from the Commission's decision granting WCBM, Baltimore, authority to operate on a frequency 60 kc. from the former's 1270 kc. assignment, was dismissed by the Supreme Court of the District of Columbia on Feb. 2 on an order entered by the plaintiff.

Whole Range Studies

RESULTS of studies of distance ranges over which practicable radio communication is possible throughout the whole range of radio frequencies are published in a circular (Letter Circular No. 317) now being distributed by the Bureau of Standards, Department of Commerce. Attached to the circular are two blueprints, one showing the approximate distance ranges during the day, and the other covering the same field at night. Copies of the circular may be procured by addressing the Bureau.

Most Fan Letters Addressed to Net

SIXTY per cent of all fan mail received by CBS, including the mail received by local stations on network features and forwarded to New York headquarters, is addressed directly to the network at New York and not to the station over which the program is heard.

This information is contained in a brochure on "What Does a 'Network' Mean to the Audiences of Local Network Outlets?" and is based on a survey made by the audience mail division of CBS.

Offering the La Palina program, which features Kate Smith, as an example, the brochure points out that 12,495 of 22,730 requests for Miss Smith's picture one week were addressed directly to CBS, New York. When the mail addressed to the CBS stations in New York and Chicago is excluded, the percentage of mail received by the network addressed to CBS averages 80 per cent, the analysis adds.

Dominion Control Of Radio Is Upheld

Privy Council Rejects Appeal of Province of Quebec

FEDERAL control over radio communication in Canada was upheld by the Juridical Committee of the British Privy Council in London Feb. 9, when it dismissed the appeal of the Province of Quebec from the decision of the Supreme Court of Canada holding that the Dominion rather than the Provinces has regulatory power over radio broadcasting.

The Privy Council being the court of last resort, this decision is final, and the Parliament at Ottawa now finds itself with complete jurisdiction over radio. The decision follows closely the theory held in the United States, that radio regulation is a federal function outside the powers of the states. Where interstate commerce is the basis for such regulation here, the British court apparently rendered its decision on the international character of the wave lengths.

Canada, it was pointed out, was represented at the International Radiotelegraph Conference in Washington in 1927, ratifying the convention later. "The result is clear," the British judgment states. "Canada as a whole is amenable to other powers for carrying out the convention. To prevent individuals in Canada infringing the convention stipulations, it is necessary that the Dominion should pass legislation applying to all dwellers in Canada."

Upon the outcome of this case, it is understood, rests the determination whether to proceed with the Canadian Royal Commission's plan to erect a series of seven high power stations, one in each Province, to operate under government control along British lines. Present broadcasters seriously oppose this proposal, preferring the American system of advertising support now in vogue in Canada. Economic conditions in Canada, as elsewhere, have precluded more attention to the Royal Commission proposals of late.

WORC Requires Truth In Claims of Sponsors

ANNOUNCING on the air that it has included a new clause in its commercial contracts, stipulating that products advertised on the station must be strictly bona fide as advertised, WORC, Worcester, reports that "letters and telephone calls to the station indicate that the public is enthusiastically in accord with our efforts and will support WORC advertisers to the fullest extent." The station's contracts have been amended thus:

"The purchaser [of time] agrees that any merchandise or service offered to the listeners of the station shall be absolutely bona fide with respect to its announced merits, description, quality, prices or discounts from the price thereof, and further, to deliver said merchandise or service to each and every customer, in exact accordance with the statements set forth in the broadcast."

XUM

BROADCASTING

THE NEWS MAGAZINE *of* THE FIFTH ESTATE

MARTIN CODEL, Editor
SOL TAISHOFF, Managing Editor
F. GAITHER TAYLOR, Advertising Manager

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Smoked Out

ITS PENCHANT for deep-dyed secrecy to the contrary notwithstanding, the State Department at last is being smoked out on the North American broadcasting situation. Thanks to the efforts of Senator Dill, the Senate Interstate Commerce Committee is going to learn why the Department and the Radio Commission have stood idly by during Mexican and Cuban encroachment on the rights of our broadcasting. Specifically, it will seek to find out why steps have not been taken to safeguard our broadcasting from serious interference created by our Latin neighbors—interference that is growing more potent weekly as new stations of high power squat on or between frequencies used by American and Canadian stations.

The State Department, or rather certain of its silk-gloved diplomats to whom international radio affairs have been entrusted, for two years have shushed every inquiry about this serious problem—more serious than the average broadcaster appreciates. As a body, the Commission, despite the dissents of two of its members, has clicked its heels together and heeded the word of the High Command. An absolute gag on any talk about the North American situation has been invoked by the Commission.

Senator Dill's resolution calls for working out an agreement or joint convention among the North American nations for an equitable and scientific distribution of wave lengths available to the continent so as to avoid interference. It is likely that the resolution never will be passed by the Senate, but it will have served its purpose when the Committee investigation is concluded.

Whether the solution of the problem is in widening the broadcast band, as has been done in Europe, or in some other panacea, is something the Commission should have worked out long ago, in collaboration with representative engineers of the industry, and, possibly, in conversations arranged by the State Department with Canada, Mexico and Cuba. Steps should have been taken to retain the status quo and to prevent the destruction of service on some of the wave lengths until a satisfactory solution had been worked out. Instead, Mexico, and now Cuba, are running rampant, with many new stations going up, more than often built with American capital. Now, after two years, it will be much more difficult to unscramble things. And two months from now it will be even worse.

Both the Department and the Commission are protesting, though rather meekly, that the broadcasters have never suggested a method of meeting the situation. Whether that is correct or not does not exonerate either of these agencies, which were created to protect American interests. Senator Dill is right when he says that the half-million dollars appropriated for the Commission will be wasted if that agency does not protect its own stations.

Broadcasters should welcome this inquiry. It should teach certain individuals that in broadcasting, as in everything else, government is an instrumentality of the people, and not the people of government.

Politics

LOBBIES and self-seeking interests have execrated Radio by the American Plan, often pointing to the allegedly superior virtues of the European systems of government operation and set-tax support of broadcasting, without, however, making mention of the dangers of political control of radio already manifested abroad. But none of these antagonistic interests and certainly few, if any, candidates for political office have ever been able to build any sort of case against American broadcasters on the score of political discrimination in lending the use of their facilities to candidates. Now that a national campaign is in the budding, American broadcasters, regardless of their political affiliations and sympathies, must continue the same policies as before. With all manner of antagonistic interests just waiting for the opportunity to pick at flaws, here is one aspect of broadcasting that must be kept flawless.

The law is simple and clear. Section 18 of the Radio Act states: "If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station, and the licensing authority shall make rules and regulations to carry this provision into effect: Provided, that such licensee shall have no power of censorship over the material broadcast under the provisions of this paragraph. *No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate.*"

Broadcasters will undoubtedly be called upon more than ever this year by candidates for time on the air. They should heed Section 18 carefully. They need not give away their broadcast hours unless they choose to do so; if they do, they must of course treat all candidates alike. The politician, however, really should not expect "free space" from radio any more than he gets it from the press, which often charges higher rates *payable in advance* for political advertising.

While politics will be a big source of revenue to stations and networks this year, it should be viewed also for its program, public service and popular interest merits by the broadcaster accepting political accounts. Policy must be laid down carefully and adhered to rigidly. A fine example of astuteness in handling a subject of political controversy was displayed late last month when Rep. LaGuardia of New York spoke over an NBC network. Rep. LaGuardia's own broadcast introduction to his main address tells an eloquent story:

"In discussing the subject of 'Taxation, Lobbying and the Freedom of the Air' it might be well to state just why and how this combination of subjects is on the program this evening. When the American Taxpayers League announced a series of talks over the radio by eminent and distinguished statesmen, I protested to the National Broadcasting Company that the Taxpayers League, which had been the subject of a Senatorial investigation, was not only exploiting the good name of the eminent men on their program, but that they were using this radio network for their own propaganda in the furtherance of the personal interest of a few promoters. The president of the National Broadcasting Company, Mr. Aylesworth, offered me the opportunity as he stated 'in accordance with the company's policy to always permit the presentation of the other side of the question.' Thanks National Broadcasting Company. As long as the freedom of the air is maintained on such a high and fair level, radio will be the greatest public forum ever known in the history of the world."

The RADIO BOOK SHELF

FASHIONED somewhat after the JOURNAL OF THE INSTITUTE OF RADIO ENGINEERS, the first issue of the JOURNAL OF THE INSTITUTE OF RADIO SERVICE MEN has made its appearance. Kenneth A. Hathaway, formerly technical radio editor of the CHICAGO DAILY NEWS, is editor of the publication, which will appear monthly. The JOURNAL contains technical papers and news of especial interest to radio service men. It will be distributed among members of the I. R. S. M. and will not be issued for news stand circulation. The board of direction of the Institute comprises Marcus W. Hinson, executive vice-president; Mr. Hathaway, executive secretary, and Henry A. Fischer, treasurer. Headquarters are at 720 So. Dearborn St., Chicago.

SOME of the most popular selections from Tony Wons' Radio Scrapbook, broadcast over CBS, have been compiled by their author in a neat volume published by Reilly and Lee Co., Chicago, under the title of "'R' You Listenin'?" and on sale for $1. The book is said to have grown naturally from the requests of listeners for copies of the intimate and leisurely chats of this young workaday philosopher. Anthony Wons made up his first scrapbook while recuperating from war wounds in a hospital. Since he has been on the radio, his companionable chats have grown in volume and popularity.

THE NINTH edition of THE RADIO AMATEUR'S HANDBOOK, operating manual of amateur short-wave radio, has been released for distribution by the publishers, the American Radio Relay League, headquarters of which is at Hartford, Conn. The current edition of the handbook has been thoroughly modernized by leading technical editorial minds in amateur radio, and it contains several recent developments which have not previously been presented to the radio public in any form.

We Pay Our Respects to—

ALFRED J. McCOSKER

WHEN Alfred J. McCosker took over the managing directorship of WOR, Newark, he received a telegram from D. W. Griffith, the motion picture producer, running something like this: "Congratulations on the wedding of the whispers and the shadows." For "Mac," as he is affectionately known, was forsaking the realm of the movies to devote his efforts to the newborn ethereal art of voice and music.

Station WOR this month is celebrating its eighth anniversary. Its growth and development to unquestioned leadership among the independent stations of the country may largely be attributed to its guiding genius. Consider what must be the problem of maintaining a place alongside the key station of the nationwide networks in a city like New York, yet without a network affiliation! Today WOR ranks with the best of them—and many of the major network features originated in that station.

Mac is a man who combines a background of journalism with extraordinary talents as a showman, a keen apperception of public relations, a fine sense for public service and a real capacity for making and keeping friends. If ever a third national station network is formed, undoubtedly the man best fitted to head such a venture is Alfred J. McCosker—not merely because his station is strategically located to key such a chain but because of the executive ability of the man himself.

Mac follows several cardinal rules in the direction of WOR. First, every staff member must have had previous experience in journalism or the show business, or both. Secondly, there are no staff "stars" and there are no "sacred cows" to be exploited—not even Bamberger's and Macy's, which control the station. Decisions of major consequence are generally rendered after an executive board has pondered them.

The station itself has an executive and operating staff of 82 persons, employs about 300 regular performers and places some 3,000 persons before its microphones weekly. Occasionally, it joins one of the nationwide networks—but that is usually when it has originated an idea for a broadcast of national interest and has turned it over to one or the other networks. Its primary field of coverage on its clear channel, of course, is the metropolitan area of New York and the State of New Jersey.

Mac is one of those rare New Yorkers—a native. Born Sept. 3, 1887, in that part of New York now known as Greenwich Village, he was educated at St. Joseph's and De LaSalle schools and Manhattan College. His first job was as office boy for Arthur Brisbane. As a reporter, he later worked on New York, Chicago, Boston and Denver newspapers. From a reporter's job in New York, he took the editor's chair of EXHIBITORS TRADE REVIEW, a motion picture journal. Then he went into press agentry for the movies; the high regard in which otherwise skeptical editors held him as a press agent may be indicated by the fact that the New York City News Association once gave a dinner at which he was guest of honor.

Mac is married and has one daughter, Angela, now in prep school. His family and his home are his hobbies, though he likes to collect rare books and first editions and recently has become interested in tropical fish—of all things!—through "Uncle Don" Carney, one of WOR's popular performers and one of Mac's closest personal friends, a piscatorial connoisseur.

PERSONAL NOTES

RAYMOND SOAT, president of National Radio Advertising, Inc., announces the following additions to the New York sales staff: Henry Ringold, formerly publicity director of the Brunswick Radio Corp., Miles F. Lasker, formerly with Fox Films, and Bloor Schleppy, formerly in the executive editorial branch of the Hearst newspapers.

GUY C. EARL, Jr., president of KNX, Hollywood, was recipient of a beautiful gold cigar lighter presented to him at a recent KNX staff meeting by Calmon Luboviski, "master violinist" of the station.

GEORGE L. FECKE, formerly of S. H. Prior Co., Inc., has been appointed general sales manager of Famous Artists of the Air, a New York program and transcription firm. Formerly a member of the Metro-Goldwyn-Mayer motion picture organization, Fecke continues to direct the M-G-M Radio Movie Club over WHN-WPAP, New York.

CLYDE KRAFT, formerly of KTAT, Fort Worth, is now manager of KFJZ in the same city which, according to reports, has been purchased by R. S. Bishop, local electrical dealer.

WILLIAM E. JACKSON, who has been prominently engaged in advertising for ten years, has been appointed director of sales for KDKA, Pittsburgh, according to announcement by Lloyd C. Thomas, general commercial manager of the Westinghouse group of stations. The new director of sales has been with KDKA since May, 1930.

GARDNER COWLES, Jr., executive editor of the DES MOINES REGISTER & TRIBUNE, under whose direction that newspaper recently acquired four Iowa radio stations, has been awarded the Chamber of Commerce's distinguished service award for having "most definitely contributed to the community welfare" during 1931. The stations now owned by the REGISTER & TRIBUNE are KSO, Clarinda; WIAS, Ottumwa; KFJY, Fort Dodge, and KWCR, Cedar Rapids.

WILLIAM GOOD, formerly of the auditing department of the LOS ANGELES EXPRESS before the merger of that publication with the LOS ANGELES EVENING HERALD, is the new auditor for KNX, Hollywood.

MORGAN EASTMAN, of the Chicago NBC, has been named chairman of a radio committee of the advertising council of the Chicago Association of Commerce to arrange for speakers prominent in radio for council meetings this year. Earl L. Hadley, of the Grigsby-Grunow Co., is vice-chairman. The committee also includes Quin Ryan, manager of WGN; Pat Barnes, Stack-Goble agency; Leonard Erickson, Chicago CBS; E. E. Mattson, Mattson Press Relations; T. W. Merrill, Westinghouse E. & M. Co., and Bruce Robertson, BROADCAST ADVERTISING.

ADOLF N. HULT, formerly in the commercial department of WGN, Chicago, has joined the sales staff of WDGY, Minneapolis.

JOHN GILLIN, Jr. has been appointed commercial and program director of WOW, Omaha, succeeding Marie Kieny, resigned to be married.

BLAYNE R. BUTCHER, formerly sales manager of WGH, Newport News, Va., later on the production staff of WBAP, Fort Worth, has joined the staff of WLW, Cincinnati.

MISS FRANCES ROSALIE LYNCH and William S. Rainey, production manager of NBC, were married Feb. 2 at the home of the bride's brother, Willard A. Lynch, in New York. Mrs. Rainey has been associated with the NBC hostess staff for the past two years.

ALBERT CORMIER, director of sales of WOR, Newark, and Mrs. Cormier returned to New York from a trip to Bermuda, Feb. 11. They left New York Jan. 28.

JOHN SWALLOW, manager of KFAC-KFVD, Los Angeles, has acquired an airplane pilot's license. Other full fledged aviators now on the staff: Harry Jackson, program manager; Mervyn S. Adams, technical head, and Paul Myers, commercial manager.

CARL T. NUNAN, the past several years publicity man for KPO, San Francisco, has been appointed manager of the newly organized Civic Opera Comique, which plans to revive light and comic opera with West Coast talent.

L. A. PECK has been appointed commercial representative for KGB, San Diego. He has been announcing over the station and conducting a shopping news service.

CARL HAVERLIN, commercial manager of KFI, Los Angeles, has been suffering from a broken ankle sustained when he jumped off a street car.

NOEL ASHBRIDGE, of the British Broadcasting Corporation's executive staff, will shortly visit this country, probably in company with a colleague, to combine a vacation trip with a study of American broadcasting, according to London reports.

BEHIND THE MICROPHONE

CHARLES OLCOTT, called "radio's funniest man," is now being heard nightly from KDKA, Pittsburgh. Olcott is a former vaudeville headliner.

CARLTON KELSEY was appointed musical director for KFWB, Hollywood, this month. In the east he had conducted "Vanities of 1928" and other productions. In southern California he had been musical director at the Orpheum, Los Angeles Theatre, and at several Warner Brothers' houses.

CAMERON CROSBIE, organist at KFAC, Los Angeles, was operated on recently for an emergency operation and is now recuperating. However, it will be March before he returns to the microphone. Miss Florence La Mae is substituting.

JACK PARKER, tenor, who changed from KFI to KHJ, Los Angeles, recently, has been elected president of the reorganized "Microphone Club of America," which is planning a clubhouse in Los Angeles. A free booking bureau and a sick fund benefit also are planned.

RAY KNIGHT, chief of NBC's Cuckoos, was initiated into the Early Worms DX Club of Canada recently. He was called by long distance telephone from Toronto and the ceremony took place over the wire. His speech of acceptance was broadcast over CKGW, Toronto.

EDWARD JEROME POWELL, actor, has joined the production staff of WOR, Newark. After a career on the stage, he turned to radio about a year ago, serving as both announcer and program director on small New York stations before joining WOR.

WILLIS O. COOPER, writer and radio producer, has joined the continuity staff of WBBM, Chicago. For two years he was continuity editor for the Empire Builders.

NELSON CASE, NBC Pacific coast announcer, has been given a 15-minute song program once a week over KGO for his baritone solo work.

GEORGE TAYLOR, who built up the "On With the Show" program at KYA, San Francisco, has gone over to KJBS with a bridge hour weekday afternoons to provide a musical background for bridge parties.

HARRY DE LASAUX, Jr., new to radio, has become a member of the KFWI, San Francisco, announcing staff.

CARLTON E. MORSE, NBC continuity writer, has been creating "Split Second Tales" for NBC in the west with the program going to KPO, San Francisco, Saturday nights.

XUM

"MIKE AND HERMAN," one of radio's first comic strips, came back on the air as a sustaining program over WBBM, Chicago, and the CBS farm community network on Feb. 1. The feature is presented five times each week, Monday to Friday, 12:15 to 12:25 p.m., CST.

INEZ EVANS, latest addition to the staff of announcers at WAAB, Boston, had never seen the inside of a broadcasting studio until she applied for an audition. She is now heard daily broadcasting the shopping news.

LESTER SCHARFF, formerly an announcer with CBS, has joined the announcing staff of WOR, Newark.

DAVID S. BALLOU, former western manager for Warner Brothers Industrial Films, Inc., and ex-newspaperman, has been added to the staff of KFAC, Los Angeles, and KFVD, Culver City. He is handling continuity, dramatic playlets and announcing.

FRANK NELSON, young dramatic director, is now staging playlets at KFAC, Los Angeles, and is also a staff announcer.

PAUL MYERS, former chief announcer at KFVD, Culver City, has been named commercial manager for both KFVD and KFAC, Los Angeles. For three years he conducted the original "Sunshine Breakfast Club" daily except Sunday over KFVD.

JOHN REED TYSON, former announcer at WGN, Chicago, is a recent addition to the program department of WLS, Chicago. Tyson was also a member of the WENR, Chicago, staff commercially and as an announcer.

EVERETT HOAGLAND and his orchestra, heard the last two years over KFWB, Hollywood, and KGER, Long Beach, Cal., has gone back on the air again. They will be heard over KTRH, Houston, Tex.

MONROE UPTON, creator of "Lord Bilgewater" and a dozen other characters over KFRC, San Francisco, this month changed over to the NBC west coast studios in the same city and will be heard on several programs as well as serve in a continuity capacity.

JEFFERSON GILL, baritone, heard over KHJ and KNX, Los Angeles, last year, this month returned from eastern study to become soloist at Warner's Hollywood theatre and over KFWB on Sundays for the France-American Baking Co. program.

"THE BUCKAROOS" will be heard for a morning program each week from NBC's San Francisco studios to KGO. The team comprises Ted Maxwell, NBC production manager in the west, and Charles Marshall, of the NBC Hill Billy team.

THE MURRAY SISTERS (Evangeline and Kathleen), vaudeville team, do a harmony program for NBC on the west coast mornings to KPO, KGA, KJR and KEX. They are the daughters of Tom Murray, who leads his Hollywood Hill Billy team for KFWB.

ROGER BOWER, former announcer, has been transferred to the production department of WOR, Newark. He writes, produces and acts as master of ceremonies of the Men of WOR program at 8:30 o'clock each Tuesday night. Beth Challis, crooner, and Merle Johnston and his orchestra support him.

BOB MITCHELL and Bill Elliott, organist and crooner at WBT, Charlotte, N. C., returned this month from Camden, where they performed for Victor Recording Artists.

JEANNE DUNN, blues singer with KFI, Los Angeles, for four or five years, has gone to KMTR, Hollywood.

DON THOMPSON, sports announcer over KPO and NBC, San Francisco, was reported to have married Celia Augusta Martinez of Mexico City, on Jan. 31, the ceremony being performed by the Rev. Paul Pitman, also heard on KPO regularly.

WALTER JOHNSON, colored pianist, has started a two-shift program for KJBS, San Francisco. He was graduated from the New England Conservatory and played in recital throughout the east.

EARLE SANDERSON has been elevated to the post of chief announcer and program manager at KFWI, San Francisco, taking the place of Dean Metcalf, now editor of RADIO GUIDE in the same city.

HAMILTON B. WILLIAMS, of the WHK, Cleveland, sales force, read an original poem on Lincoln's birthday over the station. He was formerly with WSMK and the DAYTON JOURNAL.

CHAUNCEY PARSONS, distinguished tenor, has taken a position with the WBBM, Chicago, musical production department in the capacity of both an executive and an artist. He will aid in directing musical shows for WBBM and the CBS network.

VELVA DARLING, former Stanford coed, syndicated columnist, has signed with KNX, Hollywood, for a thrice-weekly morning talk on the talkies. Two years ago she was heard over the air in a similar broadcast from KHJ, KMTR and the now defunct American Broadcasting Company chain.

LOUIS RELIEUX and his orchestra in the Brown Palace Hotel, Denver, will be heard over KOA nightly for four more months. Their contract was renewed earlier this month, according to NBC Artists' Service

FIVE MEMBERS of the staff of WBBM, Chicago, have taken their marital vows before the same minister, the Rev. Henry Hepburn, of Buena Memorial Presbyterian Church, Chicago. Pat Flanagan, sports announcer, and J. Kelley Smith, commercial manager, were the first. Marigold Cassin, now Mrs. Chamberlin, was next. Vinton Haworth, the Jack Arnold of the "Myrt and Marge" series, was married Christmas eve, while the last on the list, Hugh Aspinwall, announcer and program director, was married Jan. 23.

NATALIE GIDDINGS, editor of the CINCINNATI RADIO DIAL, weekly radio news and program paper, has begun a series of 15-minute radio programs on Tuesday nights over WCKY, Covington, Ky., in behalf of the paper. Miss Giddings chats about radio events of the coming week as noted in RADIO DIAL, gives brief intimate bits about radio entertainers on local and network programs, and introduces a local radio celebrity every week. Miss Giddings was formerly Woman's Hour director at WLW, Cincinnati.

SHERIFF LOYAL UNDERWOOD, whose "Arizona Wranglers" are a feature over KNX, in Hollywood, is the father of twin sons, "deputies," Frank and Fred. Their first birthday anniversary was recently celebrated with a special birthday party on the air over KNX.

SINCE securing the account of the late William Wrigley, Jr., for his "Ten O'clock Family," Eddie Albright, KNX announcer, has been spending his week-ends on Catalina Island. He flies to and fro by plane.

CLARENCE MUSE, famous colored radio star, heard over KNX each day as "Jackson" in the Bill Sharples' breakfast parties, has just been signed by Metro-Goldwyn-Mayer for one of the important character roles in Upton Sinclair's sensational "The Wet Parade." The negro actor has completed nine talking pictures within the last year, among which are "Dirigible," "Huckelberry Finn," and "Secret Service." In addition to this, he has achieved nation-wide distinction for his song, "When It's Sleepy Time Down South," and a later composition, "Alley-Way of My Dreams."

KENNETH ELLIS, the "Globetrotter" on WINS, New York, has sold "The Trial of Vivienne Ware," which he wrote for radio presentation, to Fox Films for $20,000 and it will become a mystery talkie.

JACK DUNN, orchestra leader at KTM, Los Angeles, has just written "You're Making Me Fall in Love," which is publisned by Gene Johnson. Jean Gauthier, arranger with Dunn's orchestra, was cowriter of the melody.

VANCE WALTER has opened a west coast series called "The Hobby Hunter" from KHJ, Los Angeles, to KGB, San Diego, and KDB, Santa Barbara. He had previously been heard over WOOD, Grand Rapids, in similar series. It is understood that the present series will be extended later to Don Lee-CBS outlets in the Pacific northwest.

FRANCES GOLDSBORO, known as "the paradise blues girl," has become a studio performer for WRR, Dallas, Tex.

HERBERT CONNER, who returned from KGER to KFOX, Long Beach, Cal., a year ago, has written another series of "The Boy Detective" for the station.

IN THE CONTROL ROOM

GEORGE L. DONNETT has been transferred from the Cleveland offices of Graybar Electric Co. to the research production department in New York. Harry L. Grant, formerly manager of the Cleveland Graybar office, has been transferred to Washington to assist radio station owners in connection with broadcasting matters.

"THE NEW MUSIC of Electrical Oscillations, is the general subject of a symposium to be conducted by the New York section of the American Institute of Electrical Engineers, Friday, Feb. 26. Speakers are Benjamin Miessner, Capt. Richard Ranger, Prof. Leon Theremin and Dr. Walter Damrosch.

PAUL JORDON, of the technical staff of WLW, Cincinnati, has essayed the role of composer in writing "Margaret, You Know I Love You" in commemoration of his wife's birthday. It was sung from WLW by Jack Curren, Irish tenor.

D. E. REPLOGLE, vice-president of DeForest Radio Co., on Feb. 10 delivered a paper on "Recent Developments in Radio Frequency Control Practice" before the Radio Club of America, meeting at Columbia University, New York.

W. C. ETHERIDGE has become chief engineer of WIS, Columbia, S. C. He was formerly with WSPA, Spartanburg, S. C.

JACK MONTGOMERY, chief engineer, WSM, Nashville, recently made an inspection trip to New York and Camden, N. J.

J. C. RANDALL, plant manager, WTIC, Hartford, bagged a 185 pound deer in a recent hunting trip in the Adirondacks.

JIMMY BROWN, who went from KGER, Long Beach, late in January to KFAC, Los Angeles, has started a code class for announcers.

E. W. NOVY, formerly in the engineering staff of Crosley Radio Corp. and Electric Research Products Co., has been placed in charge of sound effects engineering at WLW, Cincinnati, succeeding Don Wignet, who recently resigned due to illness. Mr. Novy formerly was also with WRNY and WHN, New York.

JACK POPE, former RCA sound technician, has recently joined the WLS, Chicago, engineering staff.

F. R. BRICK, Jr., formerly with RCA, has joined the staff of the American Radio News Corp., New York, Hearst radio operating subsidiary of which William G. H. Finch is technical director.

JIMMY BROWN, former "three-string" wireless operator, has moved from KGER, Long Beach, Cal., to KFCA, Los Angeles.

MARVYN S. ADAMS, technical supervisor for KFVD and KFCA, recently installed a complete panel, microphone set-up, record turntable equipment and record library in a car used in advertising the Auburn, Cord and Duesenberg motor cars and the Century Pacific Air Lines, Ltd. The car is touring California with a combination driver-technician and announcer.

FLOYD DONBAR, operator at KQV, Pittsburgh, never tires of radio. When he finishes work at the plant, he goes home and operates his own amateur stations, three of them—W8BTA, W8PA and W8WU.

WILLIAM H. HAUSER, control supervisor at KDKA, Pittsburgh, has been promoted to plant manager of WBZA, Springfield, according to an announcement by Walter C. Evans, manager of radio operations of the Westinghouse Company.

WILLIAM AMES, formerly control engineer at WNAC, Boston, now at WJAR, Providence, is the father of a baby girl.

YANKEE NETWORK engineers go in for amateur radio in a big way. Jack Dodge, chief transmitter man for WNAC and WAAB, has been having unusual success in the 85-meter band lately. The newest to join the "ham" ranks is Al Fregeau, of WAAB.

DEAN MOFFATT, for three years second operator at KHJ, Los Angeles, was recently made technical director.

I. R. E. Elects Cady

DR. WALTER G. CADY, professor of physics at Wesleyan University, Middletown, Conn., and widely known in technical radio circles, was elected president of the Institute of Radio Engineers for 1932 in the recent elections. Prof. E. V. Appleton, Kings College, London, England, was elected vice-president. O. H. Caldwell, editor of RADIO RETAILING and ELECTRONICS, and E. L. Nelson, radio development engineer of the Bell Laboratories, were elected directors. Both Dr. Cady and Prof. Appleton are holders of the Institute's Morris Liebmann memorial prize, the former receiving it in 1928 for his work in the piezo-electric field and the latter in 1929.

"The Wave Trap"

"THE WAVE TRAP" is the name of a new monthly house organ published for the staff of the Yankee Network at its Boston headquarters. The first issue made its appearance Feb. 1, featuring an article by Irving B. Robinson on synchronous clock motors in broadcasting stations. The edition is largely devoted to personal notes. It is edited by Carl W. Alexander, with George W. Steffy and Mark Staples as associate editors; Robert D. Wolfe, art editor; C. Willis Stone, circulation manager, and Irving B. Robinson and Linus Travers, advisory board.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

THE EARL FERRIS Nursery is sponsoring two programs weekly over WLS, Chicago, with native Hawaiian flower songs played by a Hawaiian instrumental and vocal trio at 2 p.m. on Tuesdays and 8 p.m. Saturdays for 30 minutes. Lessing Advertising Co., of Des Moines, handles the account.

BROADCASTS of the Cleveland Indian baseball games this season over WHK will be sponsored by the Weidman Company, a branch of the Standard Brands, Inc.

"SONGS OF Home Sweet Home" are being sponsored over WLS, Chicago, by Dr. Miles' Laboratory (Alka-Seltzer) at 3 p.m. every Sunday. Wade Advertising Agency, of Chicago, handles the account.

BULLOCK'S, leading southern California department s ore, is sponsoring Harry Jackson's "Whoa Bill Club," a half-hour night feature of KFCA, Los Angeles. A puppet show recently held for the children members of the club recently drew such a throng that it had to be repeated.

INTERNATIONAL Oil Heating Co. recently added its eighth program on WLS, Chicago. The program, which features Rube Tronson and his Texas Cowboys, is on the air from 7:30 to 8 p.m. Saturdays. McElhiney & Association, St. Louis, handles the account.

THE DEISEL-WEMMER-GILBERT Corp., Detroit, (San Felice cigars), has signed a contract with WLW, Cincinnati, for a twice-weekly broadcast, Wednesday and Friday at 8:15 p.m., presenting Mary Browne, blues singer, and Charles Dameron, tenor.

KMTR, Hollywood, will call its 4 p.m. half-hour daily program its "musical messengers" for classifieds. Eggers Dollar Store, Globe Outfitting Co. and Rose Isle Steamship have been added to the sponsorship list recently.

WBT, Charlotte, N. C., has added a half-hour weekly program on a year's contract with Grigsby-Grunow Co., featuring Majestic radio sets. RCA-Victor has signed for half-weekly also for a year, while the Philco distributor has contracted for a 15-minute program.

LOS ANGELES office of Emil Brisacher agency has taken the account for Red Cap candy, made by the Euclid Candy Co., Los Angeles, to KNX with a transcription series of "Louis and Adolph." This new series, made by the Pacific Coast Record Corp., San Francisco, depicts a delicatessen store locale with all the parts done by Lucien Tobin.

FORTY-NINE new accounts, local and national, have been placed with WJSV, Alexandria, Va., since Jan. 1, according to C. D. Taylor, commercial manager. The station, operating on 1460 kc. with 10,000 watts, recently installed new operating equipment.

WALKER GORDON Laboratory, Plainsboro, N. J., (milk), has signed 13-week contract with WJZ, New York, for presentation of dialogue on Walker Gordon milk for babies, Wednesdays from 10:45 to 11 a.m. The Paul Cornell Co., Inc., New York, handled the account.

A NEW CONTRACT on WOR, Newark, is that of the Ekroth Hygiene Foundation, Inc., 122 East 42d street, New York City. The program consists of scientific talks by Clarence V. Ekroth on foods, sanitation, etc., heard every Tuesday and Thursday from 5:00 to 5:30 p.m.

ALMA LA MARR, household economics program speaker at KTAB, San Francisco, has taken on the account for the H. C. Hittenberger, San Francisco makers of surgical appliances.

EVERY TUESDAY night, from 7:45 to 8 o'clock, KNX, Hollywood, presents a new program entitled "Just Willie," by electrical transcription through the courtesy of United States Rubber Company. The sponsors offer a real, live pedigreed wire-haired terrier each week for the best letter from the listeners, telling in 50 words, "Why I Like Keds."

THIRTY-ONE advertisers cooperated with WCLO, Janesville, Wis., and the Janesville Gazette recently in a 4-day cooking school, according to Thomas G. Murphy, assistant manager of WCLO. More than 11,000 women attended. Mrs. Adeline Dunne, (Aunt Em), who is conducting the homemakers' hour over WCLO, was in charge.

FLORA BRIGGS' talks for the Lavalon Laboratories, Los Angeles, have been signed with KFI three mornings a week to call attention to the hair rinse.

McCLEERY AGENCY, Bendix Bldg., Los Angeles, has taken the account of the Medico Mineral Water Co. to KFVD, Culver City, Cal., for a 15-minute afternoon program three times a week.

HARRISON FINANCE Co., Los Angeles, has taken on sponsorship for a nightly broadcast of marine weather report and forecast for yachtsmen over KMPC, Beverly Hills. Hugh Angelman, of the Wilmington, (Cal.), Boat Works will compile the information daily.

TRANSCRIPTION accounts at KGB, San Diego: "Waves of Melody," Jocur; "Paris Night Life," Louis Philippe; "Chandu the Magician," Los Angeles Soap Co., and "Oldsmobile Melody Speedway," Oldsmobile Motor Co.

"THE ADVENTURES of Judge Quaker State" has been started on KFAC, Los Angeles, once a week. It calls attention to the Quaker State lubrication system, but is sponsored by the Auburn-Fuller Company's Los Angeles office (Auburn-Cord distributors). Account will be serviced by the Advertisers, Ltd.. Los Angeles agency at 2027 So. Figueroa street. KYA, San Francisco, will use the same script to repeat each weekly episode in the north with its studio cast. Program consists of adventures of a genial old jurist, Judge Quaker State played by John Ince, well-known actor.

DAVIDSON and Licht Jewelry Company and the National Permanent Wave Company have both renewed their contract over KTAB, San Francisco, for the fourth consecutive year for spot announcements.

P. H. GRAHAM & SONS Co., New York, (McCann's Irish Oatmeal), has signed a 13-week contract with WLWL, New York. Adams Broadcasting Service represented the account and Kiernan-Launder Associates represented the station.

PROMINENT state and municipal leaders are being featured as guest speakers on the new Sears, Roebuck and Co. programs broadcast nightly from WNAC, Boston. A "Million Dollar New England Days" campaign has been launched by the sponsor to speed up New England industries.

NETWORK ACCOUNTS

E. I. DUPONT de Nemours & Co., Wilmington, Del., (Speed-blend auto polish, Duco), on March 4 begins a 26-week contract for 24 CBS stations carrying a program feature to be decided later, Friday, 8:30 to 9 p.m., EST. Batten, Barton, Durstine & Osborn, New York, handles the account.

AMERICAN SAFETY RAZOR Corp., Brooklyn, (Ever-Ready razors), on March 13 begin a 26-week contract for 28 CBS stations carrying a program feature to be determined later, Sundays, 9 to 9:30 p.m., EST. No agency.

A. S. KREIDER SHOW Co., Annville, Pa., (Pollyanna shoes), on Feb. 26 begins a 13-week contract for 16 CBS stations carrying a program of children's stories, Fridays, 5:30 to 5:45 p.m., EST. Samuel C. Croot, Inc., New York, handles the account.

PHILLIPS-JONES Corp., New York, (Van Heusen collars), on March 23 begins a 52-week contract for 22 CBS stations carrying a musical program, Wednesdays, 10 to 10:15 p.m., EST. Peck Advertising Agency, New York, handles the account.

CORN PRODUCTS REFINING Co., New York, (Kre-Mel), has written a new 13-week contract for 18 CBS stations carrying the "Kre-Mel Singing Chef" and Irving Kaufman and orchestra. Starting Feb. 8, the program is heard Monday, Wednesday and Friday, 12:30 to 12:45 p.m., EST.

LEHN & FINK PRODUCTS Co., New York, (Pebeco toothpaste), on Feb. 16 begins a 36-week contract for 21 CBS stations featuring Ida Bailey Allen, Tuesday, 11:15 to 11:30 a.m., EST. United States Advertising Corp., New York, handles the account.

PENNZOIL Co., Oil City, Pa., (oils), on Feb. 14 began a series entitled "Pennzoil Parade" over 35 CBS stations, Sunday, 8 to 8:30 p.m., EST, with a repeat for western stations at 11:30 to 12 p.m., EST. Time on April 3 is to be 9:30 to 10 p.m. Hays MacFarland Co., Chicago, handles the account.

COLGATE - PALMOLIVE - PEET Co., Chicago, (Supersuds), has renewed its contract for a year, from Jan. 21, for presentation of Clara, Lu and Em, comedy sketch, over 41 basic NBC-WJZ and supplementary stations, daily except Saturday and Sunday, 10:15 to 10:30 a.m., EST. Lord & Thomas and Logan, Chicago, handles the account.

MANHATTAN SOAP Co., New York, (Sweetheart soap), has renewed contract for 13-weeks, beginning Jan. 23, to present beauty talks by Ruth Jordan, with music, over 11 NBC-WEAF stations, Monday, 5:30 to 5:45 p.m., EST. Peck Advertising Co., of New York, handles the account.

KOLYNOS SALES Co., Chicago, (toothpaste), on March 8 renews its contract for another 13 weeks, presenting "Salty Sam, the Sailor" over 14 CBS stations, Tuesday, Wednesday and Thursdays, 5:30 to 5:45 p.m., EST. Blackett-Sample-Hummert, Inc., Chicago., handles the account.

PET MILK SALES Corp., San Francisco, on Feb. 21 renews its account with 6 NBC-KGO stations, and KFSD, San Diego, for the "Woman's Magazine of the Air," Monday, 10:30 to 10:50 a.m., PST. Gardner Advertising Agency, St. Louis, handles the account.

SINCLAIR REFINING Co., New York (oils), on Feb. 20 begins a 13-week contract for a split NBC-WJZ network, Saturday, 9 to 9:30 p.m., EST, featuring "Sinclair Minstrels." Federal Advertising Agency, New York, handles the account.

ANDREW JERGENS Co., Cincinnati (Jergens hand lotion), on March 8 begins a 13-week series over the NBC-WEAF and supplementary south central and southwestern stations, Tuesday, 6:30 to 6:45 p.m., EST, featuring Ray Perkins as "The Old Topper." J. Walter Thompson Co., New York, handles the account.

NEET, INC., Chicago, (depilatory), has signed a 13-week contract with NBC-WJZ network and Canadian stations for presentation of Beatrice Mabie in beauty talks on Wednesdays from 10 to 10:15 a.m. Blackett, Sample, Hummert, Inc., Chicago, handles the account.

THE MAYTAG Co., Newton, Ia., (washing machines), has renewed its contract for year for 32 NBC-WJZ and KGO stations for presentation of Maytag Orchestra, Monday, 9 to 9:30 p.m. Contract starts Feb. 22. The Cramer-Krasselt Co., Milwaukee, handles the account.

WOMAN'S Magazine of the Air, NBC program from San Francisco, will be used by the Fitzgerald Manufacturing Co. for its "Magic Maid" program weekly.

"ASSOCIATED SPOTLIGHT REVUE" of 1931 for the year 1932 has become the "Associated Spotlight" but with the usual cast plus several additions. The new program will differ from the old in offering more distinguished guest artists, upon one of whom the spotlight will be turned during each Saturday night's broadcast, according to the San Francisco office of NBC. This will mark the company's fifth year of sponsorship for a weekly program, according to Harold R. Deal, advertising manager of the Associated Oil Co., sponsor, Harry Elliott Service, 455 Monadmock Building, San Francisco, handles the account. Caryl Coleman, of the NBC producing staff in San Francisco, represents the network.

AFFILIATED PRODUCTS, Inc., Chicago, (Kissproof lipstick and other articles), on Feb. 14 renewed the balance of its present contract for a musical program every night, except Sunday, from 10:30 to 10:45, EST, over basic NBC-WJZ network. Blackett-Sample-Hummert, Inc, Chicago, handles the account.

W. A. SCHAEFFER, Pen Co., Ft. Madison, Ia., (fountain pens), has signed a new contract with 42 NBC-WJZ basic and KGO and supplementary stations for a weekly program, Sunday, 4:30 to 5 p.m., for 13 weeks, beginning Feb. 14. McJunkin Advertising Agency, Chicago, handles the account.

QUAKER OATS Co., Chicago, has renewed its contract for presentation of "Van and Don, two Professors" over NBC-KGO network, daily except Sunday, 7:45 to 8 a.m., PST, for 26 weeks beginning Feb. 29. Lord & Thomas and Logan, Chicago, handles the account.

AMERICAN KITCHEN Products Co., New York, (Steero bouillon cubes), has renewed contract beginning Feb. 3, for presentation of Jane Grant's cookery talks, Wednesdays, 10:15 to 10:30 a.m., EST, over NBC-WEAF network of 17 stations. Batten, Barton, Durstine & Osborn, New York, handles the account.

KOIN, Portland, Ore., has arranged three programs which it transmits Wednesday nights to other stations. At 9 p.m., PST, it will send out the "Magic Mirror" program to CBS-Don Lee stations in the Northwest; at 9:30 the "Isle of Golden Dreams" half hour to the chain as far south as KHJ, Los Angeles; and 10 o'clock with "Modernistic High Jinks," for the Northwest stations again.

XUM

PROSPECTS

FUNSTEN FOUKE and F. C. Taylor, both St. Louis fur companies, are planning an advertising campaign, using radio along with newspapers and magazines. Ehlinger & Higgs, agency of Tulsa, Okla., has been appointed to direct the campaign.

R. G. DUN CIGAR Co., Ltd., London, Ont., a new concern in Canada, has begun an advertising campaign, using radio and newspapers. The Walsh Advertising Co., Ltd., London, handles the account.

OREGON DAIRY COUNCIL will sponsor a 1932 advertising campaign to use radio, news-print and films, according to Paul C. Adams, new publicity secretary. Revenue will be derived from a tax on sales. The Portland Dairy Cooperative Association will put aside one-tenth of one cent for each pound of butterfat sold. Carnation Milk Company was reported as planning to match the sum to be raised by the Portland group.

CARNATION Co., Milwaukee, already a sizable radio advertiser, has increased its 1932 advertising appropriation 10 per cent over 1931 when it was larger than average, making this year's budget the highest in the company's 30 years, according to E. H. Stuart, executive vice-president. Continuing the use of newspaper, magazine and outdoor advertising, the budget increase was mostly for a new national radio advertising campaign.

PLYMOUTH ROCK GELATINE Co., Boston, is planning a 1932 radio campaign. Miss Marian Clarke, Boston, has been named its director.

TRANSCRIPTIONS

S. C. JOHNSON & SON, Racine, Wis., (polishing wax, etc.), in January started a year's campaign with 5-minute daily transcription programs that have been placed by National Radio Advertising, Inc., over 60 stations. The program features a background of music during which the local announcer describes radio program features of the remainder of the day. The same company has also placed a 15-minute transcription series over 20 Canadian stations.

RAYMOND SOAT, president of National Radio Advertising, Inc., New York, announces that the Seiberling Singers weekly transcription series, produced for the Seiberling Rubber Co., is now being placed with 158 stations.

LOS ANGELES SOAP Co., (White King granulated soap), has contracted with Scott Howe Bowen, Inc., for a series of transcriptions of the "Shandu the Magician" program, now being featured on the CBS-Don Lee chain on the west coast. The program has been placed with about 45 stations. Earnshaw-Young Co., Los Angeles, handles the account.

STANDARD SOUND RECORDING Corp., New York, announces that it has just completed and added sound to a six-reel Brazilian travelogue for Ford Motor Co., entitled "Building a Rubber Empire" in Portuguese, Spanish and English.

AGENCIES AND REPRESENTATIVES

HERMAN B. ESELEN, formerly sales manager of Brown and Hart, New York time representatives, has joined the Adams Broadcasting Service, New York, in a sales capacity.

ARTHUR K. BARNES, formerly assistant director of personnel of the Armstrong Cork Co., Lancaster, Pa., has been appointed advertising and promotion manager, succeeding Kenyon Stevenson, resigned. Mr. Barnes formerly was with Fuller & Smith, Cleveland, and Frank Seaman, Inc., New York.

B. G. POWELL has opened his own radio advertising agency in the Athletic Club Building, Dallas, Tex.

PAUL WEST, manager of the advertising and sales division of National Carbon Co., has been named managing director of the Association of National Advertisers, New York, succeeding Albert E. Haase, who has resigned to become general manager of a new corporation not yet announced.

J. RALPH CORBETT, former president of Corbett & North, New York agency, has established a radio counsellor agency at 420 Lexington Ave., New York. He represents WLW, Cincinnati.

RADIO CORPORATION of America has been elected to membership in the Association of National Advertisers, and will be represented by Glenn I. Tucker, public relations director.

LOS ANGELES agencies handling radio accounts, and not previously chronicled are listed by our Pacific coast correspondent as follows: A. A. (Bert) Butterworth, 312 East 12th St.; Clarence Young Agency, 530 West 6th St.; Guenther Bradford and Co., 620 South Hill St.; Glasser Advertising Agency, 3875 Wilshire Blvd.; Konning Advertising Co., 1206 So. Maple Ave.; Long Advertising Service, Realty Building; Miller Agency, 718 Central Bldg.; W. C. Gilchrist, 1717 So. Grand Ave., and Radio Sponsoring Bureau, 345 South Spring St.

LESTER S. ROUNDS, of Erwin Wasey & Company's New York office, has resumed radio program publicity duties after an extensive trip through several states in the interests of Hudson-Essex. He will concentrate on the NBC Maxwell House Coffee period.

KENNETH CARNEY, formerly with Knight-Counihan agency, has opened his own office at 9 Sutter St., San Francisco, and plans to specialize in manufacturing and industrial accounts.

HOWARD J. RYAN, formerly with Milne-Ryan-Gibson, Inc., Seattle, has formed the Howard J. Ryan and Associates, new agency in the same city. Radio and other media will be used.

EQUIPMENT

WEVD, New York, is making a survey for a new transmitter location. H. E. Gihring, of RCA-Victor has been assisting C. Brown, WEVD, engineer in the tests.

WORC, Worcester, Mass., has completed installation of a new RCA 100-watt transmitter. Installation was supervised by D. W. Reynolds of General Electric.

WJTL, Atlanta, is moving its transmitter from the Oglethorpe University campus, eight miles north of Atlanta, to the Fox Theatre Building, downtown. Studios will remain on the campus. An RCA-Victor centralized radio system, connecting class rooms, dormitories, dining hall and the stadium has been installed together with new transmitter and studio equipment.

THE LOS ANGELES Broadcasting Co. will spend more than $100,000 within the next 90 days for a new transmitter and studios for KFAC, Los Angeles. The new transmitter will be of the most modern type and will operate with 1,000 watts on 1300 kc. The studios are to be in a specially constructed penthouse atop the new Cord Building, now being built. Marvyn S. Adams, technical supervisor, is in charge of construction of the new transmitter, a 304-A model ordered from Western Electric Co. He said it should be ready for installation by the first of March.

THE BRITISH Broadcasting Corporation has placed an order for a new Empire short wave broadcasting station with Standard Telephones and Cables, Ltd., English associate of the International Telephone and Telegraph Corp. The contract includes two Type No. 4 transmitters and 17 antennas.

THE JANUARY "Bell Laboratories Record," in an article written by W. C. Jones, describes a lapel microphone devised especially for the convenience of public speakers. It is only about an inch in diameter and weighs about one and one-half ounces. A 30-foot length of flexible cord provides the connection to the amplifier of the public address system. On the use of the instrument, Mr. Jones says: "It is expected that the lapel microphone will find application in churches, convention halls, banquet rooms and the like. The instrument will be a boom to speakers who depend on gestures for effective delivery or who must turn to explain lantern slides or use a blackboard."

WESTERN ELECTRIC Company has issued two new catalogues, one covering its new frequency monitoring unit and the other carrying details of oscillator conversion parts for Western Electric's 1, 5 and 50 kw. transmitters.

A. J. EAVES, research products sales manager for Graybar Electric Co., New York, reports that new 304-A 1 kw. Western Electric transmitters have been sold to KFAC, Los Angeles, and WFBR, Baltimore.

A. M. FLECHTHEIM & Co., New York, makers of paper-dielectric condensers, announces that its new 7,000 volt Type 2X transmitting units are finding favor with television stations. More than 450 broadcasting stations, it is also stated, are now using Flechtheim filter condensers.

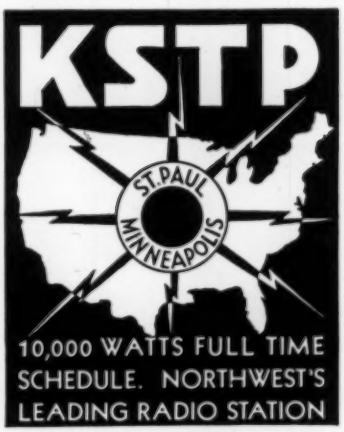
C. F. BURGESS Laboratories, Inc., New York City, has taken over the activities of the Burgess Battery Company in the sale of Burgess Radiovisor Bridges (light-sensitive cells), vacuum contacts, vacuum contact relays, micro relays, light control units and other electronic devices, as well as the acoustimeter line of the Burgess-Parr Co.

CLAROSTAT Manufacturing Co., Inc., Brooklyn, has just issued its 1932 "Control Handbook and Catalog," which contains "detailed specifications of volume controls, constant impedance controls, phonograph pickup faders, tone controls, line ballasts, line voltage regulators, rheostats, potentiometers, fixed resistors, c. t. resistors and other radio essentials, together with valuable circuit design data."

KMPC, Beverly Hills, Cal., reports that its new RCA-Victor transmitter will be installed by March 1. The operating room will be opened for public view through a large glass window.

JENKINS TELEVISION Corp., has installed a television unit in WMAL, Washington. The station is known as W2XAP, using the transmitter near Wheaton, Md., on the outskirts of the capital city. The inauguration of the television-broadcast affiliation was celebrated at the station Feb. 6.

GENERAL RADIO Co., Cambridge, Mass., reports in its December "General Radio Experimenter" that its new Type 575-D piezo-electric oscillator was developed to serve as a frequency standard in conduction with the Type 581-A frequency deviation meter as a visual monitor complying with the Radio Commission's new frequency maintenance order. Both units are now in production.



KMBC

helping the Advertiser ....CUT COSTS!

KMBC Announces "Run of Schedule" 40% Reduction in Rates

A Key Station of the Columbia Broadcasting System, originating regular daily programs to stations west of the basic network.

WHAT "RUN OF SCHEDULE" IS:

The Client may order the CLASS OF TIME desired at 60% of Program Rates, but may not specify definite time. The station will select favorable time from open periods available, and is not obligated to furnish the Client advance information as to the time any broadcast will be made. The Station will, however, if requested by Client, furnish certificate of performance giving actual time broadcast was made. "Run of Schedule" rates apply only on Program Rates, Classes "A", "B", "C" and "D"

MIDLAND BROADCASTING CO.
KANSAS CITY, MO

KMOX

ST. LOUIS •

KEY STATION OF THE MISSISSIPPI VALLEY

50,000 watts

• Use a "giant of the air" for your St. Louis or Mississippi Valley radio campaign. 1,800,000 people in the KMOX concentrated *Primary* Listening Area. 30,000,000 people in its tremendous *Secondary* Listening Area.—The greatest "buy" in Mid-west coverage!

KMOX • with its 50,000 watt transmitter on a cleared channel, is heard regularly throughout the entire Mississippi Valley. (Write for the KMOX Listening Area Map, measuring its *minimum* habitual audience.)

KMOX • dominates its immediate district. It is the only radio station capable of providing full time reception to listeners in St. Louis and its trade territory.

KMOX • maintains the finest network program standard 18 hours a day, insuring for its audience the best radio entertainment and special broadcasts.

KMOX • is located at the most strategic point in the United States. KMOX broadcasts from the center—not the rim.

THE VOICE OF ST. LOUIS, INC.

OPERATING

KMOX

50,000 Watts • 1090 Kilocycles • 275.1 Meters

Studios and Offices: Mart Building, St. Louis, Mo.
Transmitter: Baumgartner Road, St. Louis County

BASIC STATION OF THE COLUMBIA BROADCASTING SYSTEM

XUM

STATION NOTES

WJSV, Alexandria, Va., has just issued a new rate card, which also describes the territory it serves.

FIFTEEN minutes additional time was made available in February to WINS, New York, a daylight station, and in March the "signoff" will come at 8:15 p.m. The station is on the 1180 kc. channel, and must sign off when it is sunset in the Pacific time zone, where the channel is shared by KEX, Portland, Ore., and KOB, State College, N. M.

GOOD RECEPTION in New York City from WEEU, Reading, Pa., a recently authorized 1 kw. daylight station, is reported in the NEW YORK TIMES.

WGY, Schenectady, one of the 10 oldest stations on the air, will be 10 years old on Feb. 20. Known as "the voice of the house of magic," the General Electric station has been a pioneer in the technical development of broadcasting under the direction of Martin P. Rice.

VISITORS continue to flock to the new studios of WHK, Cleveland, although they have been open for several months. Last month 7,396 persons registered between 7 and 11 p.m., and the single day's record was set on Sunday, Jan. 10, when 901 visitors were tabulated.

LETTERS from three different cities, Dunedin, Manaia and Palmerston North, all in New Zealand, were received recently by the Universal Broadcasting Company, reporting reception of WCAU, Philadelphia, the morning of Jan. 1.

FOLLOWING the announcement of a new ruling of the Radio Commission, station breaks on WNAC and WAAB, Boston, are made at half-hour intervals except when 15-minute programs are being broadcast.

WOR, Newark, maintains 27 remote lines strategically placed in the metropolitan area. These are permanent and enable the station to broadcast spot news events any time of the day or night. The lines do double duty in that they are used to carry music to the transmitter as well.

OF 249 questionnaires returned by families canvassed by The Bismarck (N. D.) Capital, a semi-weekly, to determine listener station preferences, KFYR, Bismarck, reports that 170 replies showed its station the most popular. All but eight of the replying families had radios.

PROGRAM NOTES

FIRST POLITICAL shots were fired in the coming race for Illinois Governor when William H. Malone started a series of talks direct to voters over KYW, Illinois, Jan. 27. Mr. Malone has contracted for some five or six other talks over the same station. With the presidential conventions of the Democratic and Republican parties to be held in Chicago, indications are that the radio stations in the chief city of Illinois will be called upon to handle many of the campaign speeches.

WITH THE inauguration of a new series of "Joan and Betty Bible Stories," the British Broadcasting Corporation announces that a committee of Sunday School experts of all sects is cooperating in arranging a series of talks on intervening Sundays to explain the dramatic episodes.

"MEET THE Orchestra" titles a new program from NBC in San Francisco, Monday nights to KPO, San Francisco; KGA, Spokane, and KJR, Seattle. To bear out the title, various players in the group carry solo airs.

PAUL ARMSTRONG, director of naturalization in the San Francisco district, has inaugurated a series over KJBS in the same city, with a weekly talk on citizenship and a question and answer department.

LOS ANGELES school children petitioned the sponsors of "Chandu" daily mystery serial over KHJ at 8:15 p.m., to give the feature earlier so it would not interfere with home study. So the Chandu act will be given over KNX, Hollywood, at 5:45 p.m. weekdays on a transcription. The KHJ series will continue as a "live" act. The KNX series will go back to the first episode, while the KHJ series continues in its regular sequence.

KOIL, Omaha, Neb., will use the Royal Serbian Gypsies, a tamburitza orchestra with Slavic programs, for a twice a week studio feature. The "berde," "kontrasicka," "binnasicka" and "brocks" are played as a group and also in combination with violin and cello.

THE SINGING CLOWN is a new feature over WOR, Newark, receiving favorable response. A rich, colorful tenor, his comic and tragic songs represent the extremes in vocalism.

A NEW SERIES of sustaining programs entitled "The Scoop," has just been launched over WBBM, Chicago. Presented in dramatic form they concern the activities of Phil Peters, a newspaperman and his fiancee, Ann Lewis. Each episode is a complete story.

THE HOOT OWLS, famous Friday night frolic on KGW, Portland, Ore., observed its tenth anniversary Feb. 5. It also goes to KOMO, Seattle, and KGO, San Francisco.

SUNDAY NIGHT hi-jinks at KFWB, Hollywood, have become so popular that Warner Brothers sound stage four, where the productions are given, finds the 250 seating capacity has been allotted weeks in advance. Last week stage carpenters knocked out one wall and enlarged the capacity to 700.

THE NINTH annual series of the Chicago Opera Company, which has been carried over WNAC, Boston, from the Boston Opera House for eight years, was introduced over the Yankee Network Feb. 2. A single microphone was used with satisfactory results.

KMOX, St. Louis, will now originate the Musical Memories program, a CBS feature to be heard Sundays at 5:30 p.m.

KFRC, San Francisco, uses a regular automatic drill in the studio for David Tamkin's spectacular arrangement of "Metropolis."

KOIL, Omaha, Neb., has signed a rube act known as "Maude and her Boy Friends." Gus, Andy and Jim are Gus Sindt, Andrew Martin and John Mogg. Episodes give musical sketches of a tour around the country by three boys and their mule.

KOLB AND DILL, who started as hoofers 34 years ago, have taken to the air and will do a three-times-a-week program from NBC's gold network on the west coast. Governor James Rolph, Jr., introduced the two characters on the initial program Feb. 2. Gilmore Oil Company will sponsor the duo in place of its former Gilmore circus act. "The Dinglebenders" titles the new creation and it has to do with two delicatessen store proprietors who have taken a baby to raise.

BEGINNING Feb. 19, WOR, Newark, inaugurates a series of four broadcasts on income tax information. The series will be on Fridays from 6:45 to 7 p.m. and will be given by David Danish, New York expert.

THE "ROUND the World Club" program, inaugurated at KMPC, Beverly Hills, Cal., a year ago, and transferred to KFI, Los Angeles, late in 1931, has moved up to San Francisco with NBC. "Bill, Mack and Jimmy" are the fictitious characters in the daily serial written and directed by R. U. McIntosh. It will be given from NBC San Francisco studios over several of the coast stations.

"MORE HOURS of national chain programs than any other station in Texas" has become the slogan for KTRH, Houston, which is affiliated with the CBS for chain programs.

"THE MORNING EDITION" is what KGB, San Diego, calls its 7 a.m. week-day feature. This has been arranged in the form of an announcement period presented in newspaper style. There are late news dispatches, time signals every five minutes, musical tunes and commercial copy. Just as the news-sheet has copy on the day's bargains, the KGB "radio newssheet" likewise takes time out for sponsored bulletins.

THE MERRY MADCAPS, dance orchestra of WTIC, Hartford, is the second orchestral unit selected by the NBC to present a series of programs over its network. The programs, directed by Norm Cloutier, are being transmitted from WTIC each Tuesday afternoon over 11 stations associated with WEAF, New York. The WTIC Concert Orchestra is relaying over the network a series of "Pop Concerts" under Christiaan Kriens' direction each Monday afternoon.

KFWB, Hollywood, has announced a new program policy in that hereafter its orchestral groups will be hired for two week periods only. Constant changing of orchestras, it is believed, will bring more variety and life to broadcasts.

"BILL THE BARBER," a stock character of the old one-chair barber shop, is a new feature on WMAQ, Chicago.

ONCE EACH month the weekly program of the Inglewood Park cemetery over KHJ, Los Angeles, will be devoted to music of little known writers. Symphony orchestra and soloists will be used and preliminary hearings by the music staff will determine the compositions to be given.

KROW, Oakland, has once more announced public auditions and has set aside an hour program Saturday afternoons with the acts broadcast.

"VIGNETTES," dramatized highlights in the lives of famous music masters, has returned to KHJ, Los Angeles, after a rest of three or four months. Tschaikowsky was the first composer in the new series of half hour broadcasts with Raymond Paige leading the symphonic aggregation.

"SKYSCRAPERS," as a sustaining program at KFRC, San Francisco, has become a weekly feature supervised by Meredith Willson, music director. It depicts the unusual and spectacular in modern orchestral music.

KFAC, Los Angeles, has inaugurated a series of Saturday afternoon aviation talks. February speakers will include C. D. Doak, of the Department of Commerce; Earl W. Hill, professor of transportation at the University of Southern California; and D. A. McDonald, of the California State Chamber of Commerce aeronautics division.

KMCS, Los Angeles, will spot a news broadcast three times daily via remote from the ILLUSTRATED DAILY NEWS with its radio editor, Kenneth W. Frogley at the microphone.

RADIO'S drawing power was well illustrated early this month when Chicago's broadcasting stations and the NBC and CBS networks cooperated in promoting the gigantic charity festival. Ticket purchases for the entertainment, which was staged at the Chicago Stadium, netted $28,000 for the Joint Emergency Relief Fund. Radio talent provided the entertainment.

Mexican-Cuban Grabs

(*Continued from page 6*)

seems certain that the State Department's defense will be that the matter of enlarging the broadcast band to invade the short waves will be considered at the International Radio Convention at Madrid next fall, thus paving the way for meeting the requirements of Canada, Mexico and Cuba.

Dill Explains Resolution

IN INTRODUCING the measure Senator Dill said the United States is spending about $500,000 a year to sustain the Radio Commission "in an attempt to make it possible for our radio station to broadcast so that there will not be serious interference between them in order that radio listeners may have the benefit of various programs." He said he offered the resolution because he believes it absolutely necessary "if the money this Government is spending to assure good radio service in this country is to bring any real benefits to American people and not prove to be largely a waste of funds."

The Senator continued that he did not ask for immediate consideration of the resolution by the Senate, "because I want it to go to the committee in order that we may call before us the members of the Radio Commission and officials of the State Department to explain their side of the question before asking the Senate to take action."

Senator Dill and broadcasters generally, however, are anxious to know why the administration did not act two years ago when conditions first became serious. The Senator observed that the Madrid conference results could not have been a plausible excuse at that time. Since then, he asserted, the situation has become steadily worse, with more and more stations "squatting" on channels used by American and Canadian stations.

Senator Dill's resolution follows in full text:

Whereas, radio broadcasting stations in Mexico and Cuba are using frequencies being used by radio broadcasting stations in the United States, and thereby causing interference with the service of said stations to the American people, and it is reliably reported that a number of additional radio broadcasting stations are planned and under construction near the American border of Mexico, and

Whereas, there is no international agreement or treaty dividing the use of frequencies for radio broadcasting among the nations of North America, and only by such an international agreement can the government of these countries protect the radio broadcasting stations within their borders from interference by radio broadcasting stations in other North American countries, and

Whereas, the value of vast investments in radio broadcasting business in the United States and good service by the receiving sets of millions of listeners in the United States are dependent upon the prevention of interference by radio broadcasting stations located in adjoining countries;

Now, therefore, be it resolved, that the Senate hereby requests the Secretary of State, with the assistance of the Federal Radio Commission, to negotiate international agreements with Canada, Mexico and Cuba, and any other countries he may deem advisable either separately or by joint convention for the protection of radio broadcasting stations in all of these countries from interference with one another, whereby a fair and equitable division of the use of radio facilities allocated for broadcasting under the International Radio Telegraph Convention of Washington in 1927 may be made.

TALENT

Available for
BROADCASTING
PHONOGRAPH RECORDING
SOUND FILMS
VAUDEVILLE
CONCERTS
LECTURES
PUBLIC FUNCTIONS
PRIVATE ENTERTAINMENT

NBC ARTISTS SERVICE

George Engles . Managing Director

NO OTHER BOOKING AGENCY IN THE WORLD OFFERS A MORE BRILLIANT ARRAY OF STARS, NOR A BROADER SELECTION OF REPRESENTATIVE ARTISTS IN THEIR RESPECTIVE SPHERES

250 POPULAR RADIO STARS
105 EMINENT CONCERT ARTISTS
40 NOTABLE WORLD FIGURES
30 FAMOUS ORCHESTRAS

NEW YORK . 711 Fifth Avenue
CHICAGO . Merchandise Mart
SAN FRANCISCO . 111 Sutter Street
PORTLAND, Ore . Public Service Bldg.

Measurement of Station Coverage

(*Continued from page 11*)

torily or not at all on the remaining days.

3. The listener cannot receive a usable signal from the station on any day.

Now the first condition where the listener can receive the station any day is defined as primary service, while the second condition is defined as secondary service and the third condition is of course no service. Similarly, the nighttime service at that particular receiving set location may be defined as primary nighttime service or secondary nighttime service.

To summarize, for a particular receiving location reception from a particular broadcasting station may be defined as (1) primary service, (2) secondary service or (3) no service; and since there are, in general, great differences between nighttime and daytime conditions, the complete description of reception conditions at the receiving location is given by describing first the daytime conditions and second the nighttime conditions.

Now, what are the coverage areas of a station? Simply this —the area throughout which in the daytime all receiving sets would receive primary service, if they were in use and tuned to the station, is the primary daytime coverage area of the station, while the area where these reception conditions exist at night is the primary nighttime coverage area of the station.

Space is not available for adequate discussion of the complicated technique involved in the scientific determination of coverage by field measurement. Back of the standards and methods used by the author's organization lies a program of research and study extending back to the beginning of broadcasting itself. To give an adequate description would require space enough to fill a book. However, it is essential at this point to direct attention to certain very fundamental facts with respect to the determination of coverage which facts must sooner or later be recognized by all those concerned with the proper development of the broadcasting medium:

How Survey is Made

1. Coverage cannot be defined by arbitrary methods.

2. Coverage cannot be predicted from the power assignment to a station.

3. Coverage cannot be determined by the analysis of station mail or by special broadcasts designed to secure mail response.

4. Coverage cannot be determined by studies of listener habits, by house-to-house canvass or other similar methods.

5. Since the factors which determine coverage are engineering in nature, coverage can be determined only by the proper application of scientific methods and standards to the study of conditions throughout the area served. In other words, the determination of coverage is a job for properly qualified radio engineers equipped with adequate apparatus.

Any program of study which does not recognize the truth of these conclusions is bound to produce results the accuracy of which must ultimately be discounted to the extent to which the scientific nature of the radio communication system has been neglected.

From the coverage surveys which have been made by the firm of which the author is a member, there has been selected for comparative purposes the daytime coverage areas for WMT, Waterloo, Iowa, (500 watts, 600 kc.) and WJAR, Providence, Rhode Island, (500 watts, 890 kc.) In Figure II the primary daytime area for WJAR has been superimposed upon the primary daytime area for WMT by assuming the transmitter locations to be at the same point. (The nighttime primary coverage area for each station is somewhat smaller than the daytime area due to interference from other stations.)

In making a field survey of this sort, the radio engineer with a field car equipped with adequate apparatus travels throughout the area served determining the field intensities produced and the conditions for service. During the investigation which may last from ten days to three weeks, depending upon local conditions, the car will travel from one to two thousand miles or more.

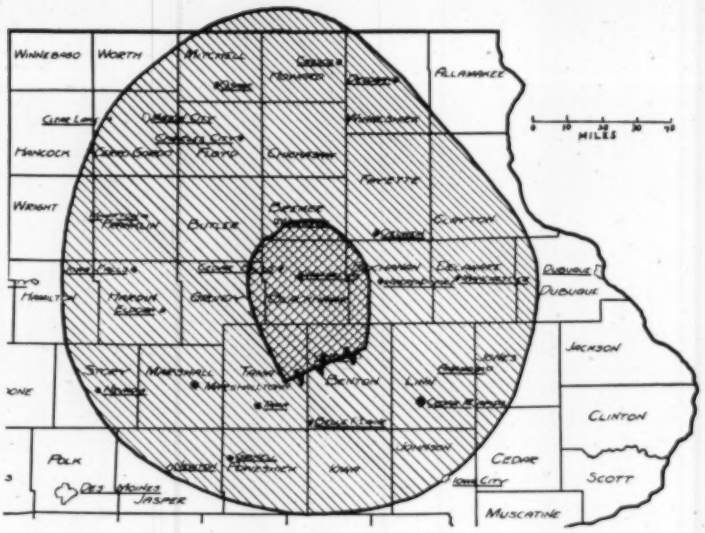


FIGURE 2

Comparison of Primary Daytime Coverage Areas of WMT, Waterloo, Ia., 500 watts (large area) and WJAR, Providence, 500 watts (small area). See table in text.

COMPARISON OF PRIMARY DAYTIME COVERAGE OF WMT AND WJAR

	WMT	WJAR	Ratio WJAR to WMT (per cent)
Primary coverage area (Sq. Miles)	14,689	1,116	8
Radius of coverage area in miles	70 (average)	32 (maximum) 14 (minimum) 20 (average)	28
Population	599,884	808,515	135
Number of families	155,405	194,128	125
Number of families having radio sets	72,115	105,533	146
Potential audience	283,033	439,208	155

The results of the survey are shown in tables and on maps contained in a coverage report which has attached to it an affidavit certifying to the fact that the same standards and methods have been used as are used in making all other commercial coverage surveys.

Since the same standards and methods were used in studying WJAR as were used in studying WMT, comparison of the primary daytime coverage areas is particularly interesting because the power assignments are the same.

Comparative area, population and receiving set figures are given in the table above.

Location Plus

FIGURE II does not show clearly that, while Mason City, Newton and Iowa City lie within the outer limits of the primary day coverage area of WMT, these cities are not included in the figures for primary coverage. This is because the requirements for primary service in these localities are more severe than in the more rural localities and these requirements are not met. Similarly for WJAR, the cities of Woonsocket and Taunton were excluded although they lie inside the outer limits of the primary coverage area.

Attention is directed to the fact that it is not the location of a particular broadcast station which is important but rather the location and extent of the night and day coverage areas. Consequently the standard market data folders and booklets for these stations are designed to direct attention to the coverage areas and all market data analyses have been made accordingly. The importance of directing attention to the coverage areas in making market data analyses will be obvious to those familiar with marketing problems.

Study of Figure II and the table accompanying it will show how widely coverage areas of stations may vary from one another even when the power assignments are the same. Consideration of the essential parts of the entire commercial broadcast system, as shown by Figure I, should make evident to even the most skeptical the importance of coverage. The gradual accumulation of accurate coverage information for a large number of stations secured by the application of uniform standards and methods to all will, as time progresses, prove to be of great benefit to the entire broadcasting industry as it will furnish a sound basis for the evaluation of its effectiveness.

Philco Granted Vision On Time-Sharing Basis

SUSTAINING Examiner Elmer W. Pratt ,the Radio Commission on Feb. 9 granted the application of the Philadelphia Storage Battery Co., Philadelphia, for an experimental visual broadcasting station. The grant was made despite objections raised by RCA-Victor Co., Camden, now assigned to the same frequencies requested by the Philco set manufacturing concern. (Examiner's Report 303.)

The station was authorized to use the medium band of 2750 to 2850 kc. as well as the very high frequency bands reserved for television, ranging from 43000 to 80000 kc., with maximum power of 1500 watts. The station will use the call W3XE.

WPTF

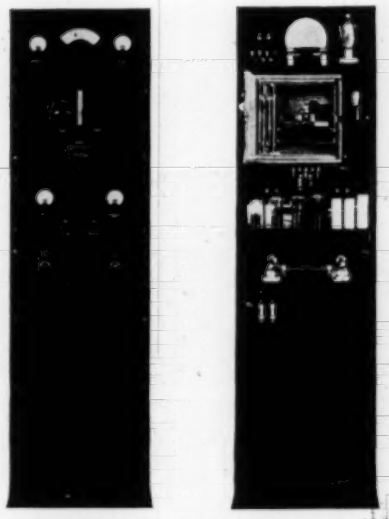
SERVES THE RICH TOBACCO BELT OF NORTH CAROLINA
CENTRAL CAROLINA'S ONLY NBC OUTLET
NO OTHER STATION WITHIN 80 MILES

Broadcast your 1932 message to the people of the rich tobacco belt of North Carolina—where business is always good. WPTF is the favorite station of the people in this territory.

Power 1,000 Watts — Western Electric — Double Western Electric
Frequency 680 Kc. — Equipment — 78's and 33 1/3's.

WPTF — RALEIGH, N. C.

H. K. CARPENTER, *Manager* R. L. BRIDGER, *Commercial Manager*
New York Office: Lincoln Bldg., 60 E. 42nd Street



Front and rear views of DeForest Frequency Monitor unit for broadcast station use.

De Forest Frequency Monitors and Control Units

TO the designs and specifications of the Radio Research Company, Inc., of Washington, D. C., DeForest adds engineering refinements and true craftsmanship in realizing the utmost precision in its Frequency Monitoring and Frequency Control Units. Precise visual means of determining frequency shift of a broadcast station during operation, from almost any part of the control room because of a large meter which allows wide-angle reading range, is afforded by the DeForest Frequency Monitor. Precise driving of a broadcast transmitter well within limits set by General Orders 116 and 119 is accomplished by the DeForest Broadcast Frequency Control.

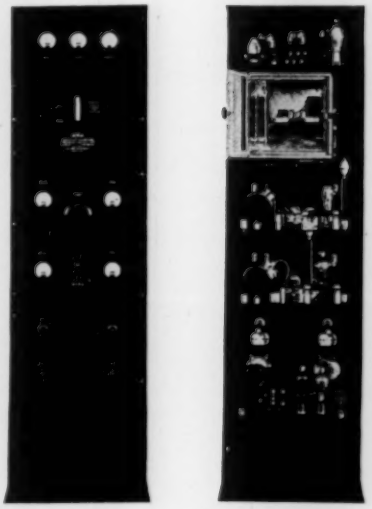
Precision equipment—custom built to meet individual station requirements—not stock items built down to a price, these DeForest units are intended for broadcasters seeking to render the highest type service. Two outstanding features serve to eliminate the usual major sources of error in monitor crystals:

Crystals of Greater Accuracy

There are two kinds of monitor crystals available, namely, those cut on X axis and those on the Y axis. The latter are cheaper and can be employed in units built to a price. However, such crystals are more apt to possess spurious frequencies. The X cut crystal is more expensive but there is a minimum chance of frequency change. DeForest units employ X cut crystals exclusively.

Precise Temperature Control

Since the frequency of the controlling crystal is dependent upon temperature, it is of prime importance that the temperature control *at the crystal* be exact. To insure this prerequisite, DeForest groups the crystal, thermometer and thermostat in the double wall crystal box, and provides a fan arranged to maintain uniform temperature throughout the enclosure. This allows for very close control, as contrasted with the scattered components and still air of the usual double wall crystal box built to a price.



Front and rear views of DeForest Broadcast Radiophone Frequency Control unit.

de Forest
(AUDIONS)
RECEIVING AND TRANSMITTING TUBES

Technical data covering the DeForest line of Frequency Monitor and Frequency Control Units as designed by Radio Research Company, Inc., of Washington, D. C., is available to broadcasters and engineers writing on their firm letterheads. Also, the DeForest engineering staff is ready to cooperate on transmitting, frequency control and station synchronization problems.

DeForest Radio Company
Passaic, New Jersey

ACTIONS OF THE
FEDERAL RADIO COMMISSION
FEBRUARY 1 to FEBRUARY 13 INCLUSIVE

Applications . . .

FEBRUARY 1

NEW, Boston—New England Broadcasting Co. for CP to use 1500 kc., 100 w., 250 w. LS, half time.

WNBW, Carbondale, Pa.—Voluntary assignment of license to WNBW, Inc.

WSM, Nashville, Tenn.—Modify CP for 50 kw.; requests approval of proposed equipment and transmitter location 12 miles on Franklin Road, Nashville, Tenn.

WIS, Columbia, S. C.—CP to install new transmitter.

WDBO, Orlando, Fla.—Modification of license to change from half time to unlimited.

WDSU, New Orleans—Install automatic frequency control.

KPO, San Francisco—Voluntary assignment of CP to National Broadcasting Co., Inc.

FEBRUARY 2

WMT, Waterloo, Ia.—CP to move station from Waterloo to Des Moines and utilize special antenna system; also change from 250 w. plus 250 w. on experimental basis, to 500 w.

WCAJ, Lincoln, Neb.—Modification of license to change from 500 w. to 1 kw.

WAAT, Jersey City—License to cover CP for new equipment.

WGBB, Freeport, N. Y.—Modification of CP to extend completion date to 3-1-32.

Applications returned: WTMJ, Milwaukee—Automatic frequency control; KGVO, Missoula, Mont.—Increase hours of operation.

FEBRUARY 3

WFEA, Manchester, N. H.—License to cover CP granted 6-26-31 for a new station on 1430 kc.

NEW, Steubenville, O.—CP to use 1420 kc., 100 w., unlimited.

KFXY, Flagstaff, Ariz.—CP to move station to Yuma, Ariz.

KERN, Bakersfield, Cal.—License to cover CP granted 10-23-31 to move station from Santa Maria, Cal., to Bakersfield.

FEBRUARY 5

WOV, New York—CP to make changes in equipment.

WJAS, Pittsburgh—Modification of license to change from 1290 kc., 1 kw., 2½ kw. LS, to 1020 kc., 5 kw. (facilities of KYW-KFKX); also CP to install new transmitter.

NEW, Charleston, S. C.—CP for a new station to use 1360 kc., 500 w., unlimited (facilities of WCSC).

NEW, Anderson, S. C.—Daily Independent & Mail for CP to use 1370 kc., 100 w., unlimited hours.

WOWO, Ft. Wayne, Ind.—Modification of license amended to request unlimited time instead of 6/7 time and to request increase power from 10 kw. to 25 kw.

WNAX, Yankton, S. D.—CP to install new equipment and increase power from 1 kw. to 1 kw., 2½ kw. LS.

KFAB, Lincoln, Neb.—Modification of CP for 25 kw.; requests approval of proposed 25 kw. equipment and of present transmitter location for new transmitter.

WTMJ, Milwaukee—Install automatic frequency control.

FEBRUARY 7

WJAR, Providence, R. I.—Modification of license to change from 250 w., 500 w. LS experimental, to 500 w. day and night on experimental basis.

WLEY, Lexington, Mass.—Applicant requests authority to install automatic frequency control.

WFAN, Philadelphia—Modification of license to increase power from 500 w. to 1 kw.

WIP, Philadelphia—Modification of license to increase power from 500 w. to 1 kw.

WJAY, Cleveland—Modification of license to change from 610 kc., 500 w. D,to 590 kc., 250 w., 500 w. LS, unlimited.

WLB-WGMS, Minneapolis—Modification of license to increase hours of operation (facilities of WRHM).

WHO-WOC, Davenport, Ia.—Modification of CP submitting proposed sites for 50 kw. transmitter for the approval of the Commission.

KGKX, Sandpoint, Idaho—Voluntary assignment of license to Sandpoint Broadcasting Co.

Application returned: WHBC, Canton, O.—Change equipment and increase power.

FEBRUARY 9

WFBR, Baltimore—CP to install new transmitter.

WPRO, Providence, R. I.—Modification of license to increase hours of operation from sharing with WPAW to unlimited.

WMBG, Richmond, Va.—Install automatic frequency control.

NEW, Elsie, Neb.—The Community Station of the West for CP to use 1210 kc., 100 w., unlimited time (facilities of KFOR).

WGL, Fort Wayne, Ind.—CP to make changes in equipment.

KMJ, Fresno, Cal.—CP resubmitted; now requests authority to move station locally, change equipment and change from 1210 kc., 100 w., to 580 kc., 500 w.

FEBRUARY 10

W9XAO, Chicago—Assignment of license to Western Television Research Co.; visual broadcasting service.

FEBRUARY 12

WNBC, Silver Haven, Pa.—CP to install new transmitter amended as to the type of equipment to be installed.

KFYO, Abilene, Tex.—CP to move transmitter and studio from Abilene to Texas Technical Campus, Lubbock, Tex.

KLZ, Denver—Application to install automatic frequency control.

NEW, Roseville, Cal.—R. J. Morrow and R. F. Brill for CP resubmitted and amended to request 1420 kc. instead of 1400 kc.; 100 w. instead of 30 w.; 11 hours daily instead of D.; and to request name be changed from Richmond J. Morrow to Richmond J. Morrow & Ronald F. Brill.

KWCR, Cedar Rapids, Ia.—License to cover CP granted 11-17-31 to move station locally and make changes in equipment.

WJW, Mansfield, O.—CP to move station from Mansfield to Akron and make changes in equipment.

NEW, Hagerstown, Md.—A. V. Tidmore for CP to use 1210 kc., 100 w., unlimited time.

WFBR, Baltimore—CP to install new transmitter.

WRBX, Roanoke, Va.—CP to move station from Roanoke to Charleston, W. Va.

FEBRUARY 13

WASH, Grand Rapids, Mich.—Modification of license to use transmitter and studio of WOOD.

WGEO, York, Pa.—Modification of CP; requests approval of transmitter location at West Manchester, near York, Pa., and changes in equipment.

Decisions . . .

FEBRUARY 2

KRKD (formerly KMCS), Los Angeles—Granted permission to use old transmitter at Inglewood as auxiliary for 30 days while new transmitter is operating, to check defects that may develop in new transmitter.

KMLB, Monroe, La.—Granted authority to operate unlimited hours for period of 10 days from Jan. 29 because of flood conditions.

WKAR, E. Lansing, Mich.—Granted renewal of license: 1040 kc., 1 kw. hours—12 m. to 12:45 p. m. daily except Sunday; 3 p. m. to 4:15 p. m. daily except Saturday and Sunday; 1:30 to 2 p. m. Mondays only.

WHOM, Jersey City, N. J.—Authorized to use time heretofore assigned to WKBO, Jersey City, since Court of Appeals of D. C. has dismissed the appeal of WKBO (at its request) from decision of Commission deleting this station. This order gives WHOM half time, WNJ, Newark, quarter time and WBMS, Hackensack, N. J., quarter time on 1450 kc.

FEBRUARY 5

WGCP, Newark—Granted CP to move transmitter locally in Newark, and make changes in equipment to conform to G.O.'s 111, 115 and 116.

WTOC, Savannah, Ga.—Granted CP to make changes in equipment to conform to G.O.'s 111, 115 and 116.

WBBM-WJBT, Chicago—Granted CP to install new transmitter.

KDLR, Devils Lake, N. D.—Granted authority to install automatic frequency control.

WCAU, Philadelphia—Granted modification of CP approving equipment.

WJR, Detroit—Granted license covering changes in equipment and increase in power to 10 kw., 750 kc., unlimited time.

WPEN, Philadelphia—Granted license covering installation of new equipment 1500 kc., 100 w., 250 w. LS, unlimited.

WEEU, Reading, Pa.—Granted license covering erection of new station, 830 kc., 1 kw. D.

KGFX, Pierre, S. D.—Granted license covering installation of new equipment, 580 kc., 200 w. D.

WHBF, Rock Island, Ill.—Granted license covering local move of transmitter and studio, 1210 kc., 100 w., unlimited time.

KUJ, Walla Walla, Wash.—Granted license covering changes in equipment, 1370 kc., 100 w., specified hours.

GLOSSARY

CP—Construction permit.	KC—Kilocycles.
LP—Limited power.	KW—Kilowatts.
LS—Power until local sunset.	D—Daytime.
LT—Limited time.	W—Watts.

Ex. Rep.—Examiner's Report.
G.O.—General Order.

KGDY, Huron, S. D.—Granted modification of license to decrease operating hours from unlimited to 8 hours a day, 3 hours Sunday, for period of 90 days.

KLO, Ogden, Utah—Granted permission to extend time in 90 days in which to install automatic frequency control.

KRKD, Los Angeles—Granted permission to modify CP to change equipment from Western Electric 303-A (500 w.) to W. E. 304-A (1 kw.) transmitter.

WSB, Atlanta—Granted permission to make field intensity survey to determine suitable location for new 50 kw. transmitter.

WSM, Nashville, Tenn.—Granted modification of CP to allow construction of transmitter at newly selected site.

W9XA, Denver, Colo.—Granted renewal of special experimental license.

Set for hearing: KGMP, Elk City, Okla.—Requests CP to move transmitter and studio to a suitable location in Elk City, and make changes in equipment; also renewal of license, 1210 kc., 100 w., unlimited time. NEW, Stewart A. Heigold, Yuma, Ariz.—Requests CP, 1420 kc., 100 w., half time, (facilities of KFXY, Flagstaff), and to install automatic frequency control.

KFXJ, Grand Junction, Col.—Granted renewal of license, 1310 kc., 100 w., hours: 6 a. m. to 9 a. m.; 12 m. to 3 p. m.; 6 p. m. to 9 p. m., daily.

KFJB, Marshalltown, Ia.—Denied authority to operate each Sunday morning from 10:30 a. m. to 12 m., CST.

NEW, Vernon Taylor Anderson, Big Springs, Tex. (Ex. Rep. 309)—Application for CP to operate station on 1310 kc., 100 w., sharing with KFPM, Greenville, Tex., denied, sustaining Examiner Ralph L. Walker. Commissioner Lafount dissented.

KFPM, Greenville, Tex.—Application for renewal of present license denied. Granted license to operate on 1310 kc., using the following specified hours: 6 to 9 a. m.; 12 m. to 3 p. m.; 6 to 9 p. m. This action, in part, sustains the recommendations of Examiner Ralph L. Walker and is effective 10 days from today.

FEBRUARY 9

WIS, Columbia, S. C.—Granted CP to install new transmitter.

KTFI, Twin Falls, Ida.—Granted modification of license to change frequency from 1320 to 1240 kc. and change time from sharing with KID at night to unlimited.

KARK, Little Rock, Ark.—Granted authority to install automatic frequency control.

KVOA, Tucson, Ariz.—Granted permission to change regular schedule on Sundays in order to broadcast church services at 11 a. m. during February only.

KMLB, Monroe, La.—Granted 10-day extension to operate unlimited hours because of flood.

WPRO, Providence, R. I.—Granted modification of CP to increase hours of operation from sharing with WPAW to unlimited. WPAW voluntarily discontinues broadcasting in favor of WPRO.

WSUI, Iowa City, Ia.—Renewal of license, 880 kc., 500 w., hours: daily, except Saturday and Sunday, 9 a. m. to 10 a. m.; 11 a. m. to 12:30 p. m.; 2 p. m. to 4 p. m.; 6 to 10 p. m. on Tuesdays; also 12 a. m. to 4 a. m.; Saturdays 9 to 10 a. m., 11 a. m. to 12 m., 1 to 5 p. m., 6 to 10 p. m.; Sundays 4 to 5 p. m., 6 to 10 p. m., CST.

Set for hearing: WKRC, Cincinnati—Granted temporary license and designated application for hearing; WHAP, New York; KGIZ, Grant City, Mo.; KMLB, Monroe, La.—All granted temporary licenses and designated renewal application for hearing because facilities of stations have been applied for.

NEW, Texarkana, Ark.—CP requesting facilities of KARK, 890 kc., 100 w., unlimited time, dismissed from hearing docket because applicant requests 100 w. power on regional frequency, inconsistent with Rule 120.

WLEY, Lexington, Mass. (Ex. Rep. 218)—Denied CP to move station to Springfield, Mass., to operate on same frequency, same power and time, sustaining Examiner R. H. Hyde.

WNBX, Springfield, Vt. (Ex. Rep. 26)—Denied CP to increase power to 100 w., sustaining Examiner Elmer W. Pratt.

NEW, Philadelphia Storage & Battery Co., Philadelphia (Ex. Rep. 303)—Granted CP for experimental visual broadcasting service, sustaining Examiner Elmer W. Pratt; also granted CP for general experimental service, sustaining Examiner Pratt.

NEW, George W. Young, Minneapolis (Ex. Rep. 312)—Denied CP for experimental television service, sustaining Examiner R. L. Walker.

WJAY, Cleveland—Petition to reinstate application for modification of license granted; applicant defaulted in hearing scheduled for Jan. 22, 1932.

FEBRUARY 12

WHBC, Canton, Ohio—Granted CP to install new equipment to conform to G.O.'s 111, 115 and 116.

WINS, New York—Granted authority for direct measurement of antenna input.

KXRO, Aberdeen, Wash.—Granted authority for direct measurement of antenna output.

WGBB, Freeport, N. Y.—Granted modification of CP to extend completion date from Feb. 16 to March 1, 1932.

WAAT, Jersey City, N. J.—Granted license covering installation of new equipment, 940 kc., 300 w., D. until 6 p. m., EST.

WJBK, Detroit, Mich.—Granted license covering changes in equipment, 1370 kc., 30 w., share with WIBM at night.

WFBM, Indianapolis, Ind.—Granted modification of license to increase hours from sharing with WSBT to continuous nighttime operation.

WSBT, South Bend, Ind.—Granted modification of license to change time from sharing with WFBM to specified hours.

KGBU, Ketchikan, Alaska—Granted permission to install a 100 w. transmitter immediately and on Sept. 15, 1932, add additional equipment to increase power to 500 w.

WAAM, Newark, N. J.—Granted authority to operate with reduced power for period not to exceed one week from Feb. 8.

FEBRUARY 13

WIBO, Chicago—Granted renewal of license, 560 kc., 1 kw., 1½ kw. LS, shares with WPCC. License issued pursuant to stay order in Court of Appeals and effective subject to further order of that court pending determination of the issues raised by appeal.

WPCC, Chicago—Granted renewal of license, 560 kc., 500 w., shares with WIBO, subject to stay order as above.

Set for hearing: NEW, Caldwell Bros. Mt. Pleasant, Ia.—Requests CP for new station, 1200 kc., 100 w., share with KFJB; KMLB, Monroe, La.—Requests modification of license to increase hours of operation from D. to 6 a. m. to 8 p. m. daily (facilities of WJBO).

WLVA, Lynchburg, Va. (Ex. Rep. 311)—Denied CP to change frequency from 1370 to 1200 kc., power from 100 w. to 100 w. night, 250 w. LS, and hours of operation from sharing with WBTM to unlimited, sustaining Examiner Ellis A. Yost.

WLBG, Petersburg, Va.—Granted renewal of license, 1200 kc., 100 w. night, 250 w. LS, unlimited time, sustaining Chief Examiner Ellis A. Yost.

NEW, The Community Broadcasting Co., Toledo, O. (Ex. Rep. 313)—Denied CP for new station, 1500 kc., 100 w., unlimited time, sustaining Examiner R. H. Hyde.

NEW, Clayton B. Johnson, Sandusky, O.—Denied CP for new station, 1500 kc., 100 w., unlimited time, sustaining Examiner R. H. Hyde.

Examiner's Reports . . .

KMO, Tacoma, Wash.—Examiner Walker recommended (Report 326, Docket 1421) that application for modification of license from 860 to 1330 kc., from 500 to 250 w. and from limited to unlimited time be denied.

KVI, Tacoma, Wash.; KGVO, Missoula, Mont., and KXA, Seattle—Chief Examiner Yost recommended (Report 327, Dockets 1381, 1380, 1402 and 1424) that KVI be granted renewal of license and modification to operate unlimited time on 570 kc. with 500 w., that KGVO be denied its application for unlimited time and 500 w. on same channel and that KXA be authorized to operate with 500 w. D. and 250 w. night, limited time, on 760 kc. channel now assigned to KVI and WJZ, New York.

NEW, The Chicago Tribune Co., Elgin, Ill.—Examiner Pratt recommended (Report 328, Docket 1353) that application for CP to erect experimental relay broadcasting station be denied because no frequencies are available without curtailing some other relay station.

WSIX, Springfield, Tenn., and NEW, Troy Broadcasting Co., Troy, Ala.—Examiner Pratt recommended (Report 329, Dockets 1255 and 1422) that WSIX be granted a renewal of license but with hours of operation changed from unlimited time to nine hours a day: 8 to 10 a. m., noon to 4 p. m. and 6 to 9 p. m. Troy Broadcasting Company's application withdrawn because it did not conform to Commission's engineering requirements.

KRMD, Shreveport, La., and WTSL, Laurel, Miss.—Examiner Hyde recommended (Report 330, Dockets 1406, 1288 and 1422) change from "share time" to certain specified hours as evidence shows that simultaneous operation does not cause appreciable interference. KRMD hours proposed are: 7 a. m. to 1 p. m. daily; 5 a. m. to 8 p. m., Monday to Friday; 2 p. m. to 5 p. m. Saturday; 4 p. m. to 7 p. m. Sunday. Recommends that license of WTSL be renewed.

NEW, D. R. Wallace, Tulsa, Okla.—Chief Examiner Yost recommended (Report 331, Docket 1261) that applicant be be permitted to withdraw request for CP. with prejudice.

WELL, Battle Creek, Mich.—Examiner Walker recommended (Report 332, Docket 1429) that application be granted in so far as it seeks authority to move station locally and install new equipment but that request for increase in power from 50 to 100 w. be denied.

"EUROPE on the Air," by Robert Garner, in the November ROTARIAN, is a brief survey of the European broadcasting situation together with a few predictions concerning the trend and development of the radio industry in England and on the Continent. Mr. Garner cites four events in international broadcasting within the last 18 months which were marked triumphs technically. He maintains that the general tone of this broadcasting is characterized by friendship, peace and goodwill, and that even disputes over wave lengths are settled amicably among the continental nations. Due to the comparatively small areas within national boundary lines, Europe as a whole may be considered a radio unit, for, as Mr. Garner states, "the wave lengths know no national boundaries." The author traces the development of the British Broadcasting Corporation and its influence and value as a cultural agent.

Population Data

THE 1930 populations of states and counties, of urban and rural areas and of incorporated places of 1,000 and over are given in "Population Bulletin, First Series," recently issued by the Government Printing Office and available from the Superintendent of Documents at 15 cents. This bulletin not only summarizes the 1930 census of population, but presents comparative figures for the states and the larger cities for all preceding censuses. For populations of townships or corresponding minor civil divisions in any state, reference may be made to the First Series Population Bulletin for that state, also available from the Government Printing Office. These figures should prove invaluable in calculating the number of persons in any given area. Taken along with the state radio census reports, which are broken down by counties and cities to show the number of families owning radios, the proportion of radio-owning to non-radio-owning families and the average number of persons per family in each state, county or city, this booklet should be an important adjunct to the research departments of radio stations.

"THE SET" is the title of the new journal of the British Radio Association, 22-23 Laurence Pountney Lane, London, E.C. 4, the first number of which appeared in September. Among leading features are a directory of receivers, giving brief specifications, prices, etc.; tests of commercial sets and simple hints on receiver operation. Contributors to the first issue include the Duke of Sutherland, Lieut. Col. J. T. C. Moore-Brabazon, Sir Beachcroft Towse and the Right Hon. George Lansbury.

A PLEA for "more reliable statistics and less blue sky from the broadcast media" is made by E. P. H. James, sales promotion manager of NBC, in "BROADCAST ADVERTISING COVERAGE," which has been reprinted from a brochure on the subject and published in "LITTLE BOOKS ON BROADCASTING" (New Series No. E) by NBC.

Washington Visitors*

Walter C. Evans, Westinghouse, Pittsburgh
Fred R. Gamble, A.A.A.A., New York
Frank E. Mullen, NBC, Chicago
D. G. Goings and John W. Quarles, WFDV, Rome, Ga.
Ray B. White, KPOF, Denver
Arthur K. White and Nathaniel Wilson, WAWZ, Zarephath, N. J.
Loyd Briggs, RCA, New York
Herbert C. Glover, CBS, New York
Levering Tyson, New York
Ralph Wonders, CBS Artists Bureau, New York
John V. L. Hogan, New York
Robert S. Taplinger, CBS, New York
Homer Fickett, Batten, Barton, Durstine & Osborn, New York
Gordon Willox, WDBO, Orlando, Fla.
T. E. Kirksey, KFYO, Abilene, Tex.
Warren K. Williamson, WKBN, Youngstown, O.
Rev. Herman J. Hahn, Buffalo
A. M. Brayton and Glenn D. Roberts, WIBA, Madison, Wis.
Rev. J. C. O'Hair, WPCG, Chicago
Joseph Pierson, Press Wireless, Inc., Chicago
Fred P. Meinholtz, New York Times, New York
Charles Shartenberg, WPAW, Pawtucket, R. I.
Howard Lynn Nasabaum, Broadcasters Advertising Co., New York
Henry A. Bellows, WCCO, Minneapolis
Roy Thompson and Fred Smeltzer, WFBG, Altoona, Pa.
J. C. Gurney, WNAX, Yankton, S. D.

** A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and* BROADCASTING, *February 1-13.*

A Fine Tribute

By FATHER CHARLES E. COUGHLIN
(Excerpt from broadcast sermon Feb. 7)

DURING the past few years the American people have become the victims of a deluge of filth. The screen and stage have gone as far as they dare. Obscene publications are on sale at news stands and extend far beyond the degree of risqueness. I want to take this brief moment to pay tribute to one form of entertainment which, with the decline of the others, has stood out foremost in cleanliness, education and entertainment. It is radio broadcasting.

The owners of broadcasting stations, realizing the responsibility placed upon them, have carried their banners high. Not once in the history of my radio work have I ever heard anything broadcast that could not be listened to by the youngest child in the family. Broadcasters realize that they are the guests in your home and the programs are prepared, not for one individual of the family, but for the family group, which is the keystone of America today.

And yet, with all this, the radio stations throughout the country are being subjected to a Senatorial investigation, while the commercial filth of other forms is approved by the silence of the same august body.

Although certain organizations, jealous of the progress of radio, have abetted this investigation which would not stop at nationalizing a clean, honest industry, they will themselves accept copy that is often times questionable—and yet the owners of the broadcasting stations have never once criticized them.

From my personal experience I am well acquainted with the tremendous cost associated with broadcasting a presentation. And I am well acquainted with the comparative profits made by the owners of the stations.

Let no propagandist deceive you on this matter.

These words I freely speak to you in reciprocation for the kindness and cooperation which I have received from the broadcasting stations over which this presentation comes to your homes. At no time have they stopped to commercialize filth. At no time have they shocked you with the horrid details of lust and murder. But at all times they have endeavored to bring you clean entertainment and sane education.

Although in no wise is this presentation of mine donated by the stations over which I broadcast—because such a donation would be unetchical—I am happy to add my voice in protest against those who are seeking to socialize the radio industry and to destroy such expensive and sometimes unprofitable enterprises to realize their own ulterior motives.

Radio is a modern Aladdin's lamp . . . one of the greatest achievements of science. I feel I am not going too far in expressing on behalf of the 50,000,000 listeners in the United States this brief tribute to this marvelously clean and well conducted industry.

Sponsors in Australia

AUSTRALIAN commercial broadcasting stations are prospering in direct competition with government supervised stations, according to Frank Russell, executive of 3DB, Melbourne, and special correspondent of the Melbourne Herald, owner of the station, who is on a tour around the world to study broadcasting development in other countries.

Explaining that there are two classes of stations in Australia, Mr. Russell, in an interview at Los Angeles, said that a government supervised station is operated in each state entirely free of commercialism. These are Class A stations and are financed by a tax on receiving sets. There is no definite assurance, however, he said that bootlegging of receivers is not practiced.

Class B stations, on the other hand, are operated by private individuals and corporations "and seem to enjoy greater popularity than do the higher rated outlets." Australia, he said, is "an advertiser's paradise."

XUM

European Radio Myth Blasted

(*Continued from page 5*)

Poland, Roumania, Spain, Turkey and Yugoslavia all have advertising on the air—much of which, though they don't talk about it—is intended for the ears of the listeners in neighboring countries that may ban advertising. At Luxemburg, tiny independent duchy squeezed in between France, Germany and Belgium, a new 200,000 watt station will go into operation next summer under private auspices but with governmental sanction with the plain intention of "covering all Europe" with sponsored programs patterned along American lines.

This station will be one of the most powerful in all Europe and its service area, especially if it goes, as planned, to a long wave, should be tremendous. French capital is supposed to be back of it, for in France radio advertising on privately owned stations is well developed. It is barred on France's government-owned stations.

That British listeners with adequate receiving sets have been prone to tune to continental broadcasts, especially the sponsored broadcasts from France, is well-known. This condition has so far been recognized by Sir John Reith, director general of the B.B.C., that he indicated during his recent visit to this country that he intended to protest to continental radio administrations against the acceptance of "accounts" of British companies for the purpose of advertising British goods to British listeners via French and other stations.

The British ear lately has also been "assailed" by advertising from the Irish Free State's new station at Dublin. 2RN, operating with 1,500 watts on 725 kilocycles (413 meters). This station accepts advertising but not of goods competing with Irish products. Another station is supposed to be in contemplation in Ireland—a station that will open with 60,000 watts and have a capacity of 120,000 watts and that also will accept advertising.

Advertising Resume

FOLLOWING is a brief summary of radio advertising in the countries accepting it, as derived from "Broadcast Advertising in Europe" and from other sources:

ESTONIA—Sole rights to broadcast have been granted by the government to a private concern, O/u Raadio Ringhaaling, of Tallinn, which operates the 10 kw. station at Tallinn on 1013 kc. and the 2 kw. station at Tartu on 644 kc. Commercial advertising is not permitted between numbers of programs, 10 minutes being set aside each afternoon during which the advertiser can broadcast as he pleases. More time is available if needed, but this has been sufficient up to now. Rates are not given, but details can be procured from the concessionaire at Tallinn.

FRANCE—French state-owned stations at present may place certain programs under "patronage" of commercial firms, which means that the sponsor upon defraying the expense, can have his name, address and specialty mentioned three times during a presentation. Privately owned stations have no restrictions and accept all forms of advertising at varying rates. Eleven stations have furnished rate cards and full information about them may be procured from their representatives, who are: Radio Paris (13.5 kw.), Informations et Publicite, 50 Rue de Chateaudun, Paris; Petit Parisien (500 watts), Post Radiophonique du Petit Parisien, 118 Champs Elysees, Paris; Radio Toulouse (8 kw.), Toulouse; Radio Beziers (1.5 kw.), Radio Information, 51 Rue d'Alsace-Lorraine, Toulouse, and Service de Publicite Radiophonoique, 118 Champs Elysees, Paris. Radio Normandie at Fecamp handles its own time sales with International Broadcasting Co., 11 Hallam St., London, as its British agency. Radio Cote d'Azur at Juan-les-Pins (250 watts) sells through Publicis, 62 Boulevard de Strasbourg, Paris.

GERMANY—Radio advertising is heard at fixed intervals from all German stations except Deutschlandenser at Koenigwusterhausen. No foreign firms are allowed to broadcast though exceptions have been made in case of two large foreign manufacturers, one American, having plants in Germany, and employing German workmen. Radio in Germany is administered by the federal postal authorities, who collect the set taxes. It has an advertising branch known as the Deutsche Reichs-Postreklame G.m.b.H., or German Federal Post-Advertising Co., which makes all contracts and in turn pays the various stations for their time. There are 29 stations varying in powers from 300 watts to 60 kw.

IRISH FREE STATE—The government has an arrangement with the Irish Radio Publicity Co., of which Col. F. C. Russell is manager, at Dublin, for handling all advertising programs, none of which may advertise goods competing with Irish products. Cost of advertising varies according to type of program, being around $100 for a phonograph concert and $175 for a full orchestral and vocal program. All kinds of records may be used. Among products now being advertised are American and English toothpastes, cigarettes, chocolate, corn flour, jam, confectionery and a magazine.

Acceptable in Italy

ITALY—Broadcasting in Italy is a monopoly controlled by Ente Italiano Audizione Radiofonca, Corso Italia 1, Milan. All eight stations accept advertising through the Societa Italiana Pubblicita Radiofonica Anonima, Via Bertola, No. 40, Turin. Rates run from 2 lire daytime (a lire is slightly over 5 cents) and 4 lire night per word on the smaller stations such as Palermo (3 kw.) to 6 lire day and 12 night for Milan (7 kw.) and no minimum guarantee is necessary. Rates for more than one station and for long periods have varying scales.

NORWAY—Radio advertising has not assumed great importance in Norway, but it is accepted through the Kringskastingselskapet A/S of Oslo, which serves seven stations in a network. Advertising is restricted to the 7-7:15 period each evening. The rate is 2 crown per word (a crown is 26.8 cents) with a minimum charge of 50 crown and certain rebates for a series of broadcasts.

POLAND—Polskie Radjo, Warsaw, operating a new 158 kw. station there, controls broadcasting and accepts all forms of advertising, quoting rates on a word basis. So far the chief advertisers are social institutions, although food products, clothing and the like are being advertised. Poland recently sent its radio director to the United States to study radio, and he entered into an arrangement with NBC whereby that company is authorized to sell its time as its sole American agent.

RUMANIA—The one station that accepts advertising in Rumania is

(*Continued on page 30*)

What Our Readers Are Saying ▲ ▲ ▲

C. C. DILL—United States Senator from Washington:
"In order that you may know how much I really value it (BROADCASTING) I enclose herewith check for $3.00 for one year's subscription."

ARTHUR CAPPER—United States Senator from Kansas:
"A most useful publication. I believe the radio world will at once recognize the value of this publication . . . There is real need for such a magazine."

MAJ. GEN. CHARLES McK. SALTZMAN—Chairman, Federal Radio Commission:
"The Commission welcomes the entrance of BROADCASTING into the national radio field. . . . With radio in its present developing age, BROADCASTING assumes a most interesting and important duty."

JUDGE IRA E. ROBINSON—Former Chairman, Federal Radio Commission:
"BROADCASTING is in every way a fine piece of work. It looks like a high class journal and reads like one."

M. H. AYLESWORTH—President, National Broadcasting Co.:
"Permit me to send you a brief message of congratulation. You are starting out splendidly—far better than I dared hope for."

WILLIAM S. PALEY—President, Columbia Broadcasting System:
"Your magazine has a splendid opportunity of welding together the broadcasting industry and, judging from your first issue, you are making a valuable contribution toward this objective. In no other industry is it more important that the members be informed on their current and common problems."

DOUGLAS COULTER—Vice-President, N. W. Ayer and Son:
"You fellows are doing wonderful work in getting up a real trade paper on radio advertising."

How About Yourself?

Don't you like BROADCASTING? Doesn't it bring you news of the industry whose future is your future?

If you like our magazine let us hear about it. Help us give you what you want. BROADCASTING is *your* magazine, you know.

Hundreds of our readers have already entered paid subscriptions to BROADCASTING. They like the magazine—they believe in it—and they are expressing their liking and their belief in tangible form.

Won't you, too, fill out the coupon below and mail it to us now?

(If the coupon is too much trouble just send us a card.)

SUBSCRIPTION CARD

Yes, I do like BROADCASTING; please enter my subscription for one year at $3.00.

Name _____

Address _____

Check inclosed ☐ Bill me ☐

BROADCASTING

THE NEWS MAGAZINE OF THE FIFTH ESTATE

Charlotte ($573.50)

SALUTES THE WINNING THREE!

- District of Columbia . . ($681.65)
- New York . . . . . ($575.12)
- California . . . . . ($573.73)

BUT WATCH OUT, California, for here we come! That little lead of twenty-three cents in YOUR per capita sales will soon be overcome when those agency chaps sit up and realize what a grand market they're overlooking in this healthy, wholesome "State" of CHARLOTTE!*

Even the big Empire State will have to watch its laurels. Just a little more good broadcast advertising over WBT will induce Charlotteans to dig down in their jeans and spend a couple more dollars a year. And then we salute only the Nation's capitol!

WHAT'S this all about? We're telling you something you're overlooking! Let's lay the cards on the table—face up. You folks up there in advertising headquarters think we're in the dumps down here. We're not—perish the thought.

The South has some of the most cheerful spots in the country. Where are the bread lines? Not here! Where do you find manufacturing plants working day and night? Come down and we'll show you.

It IS true that North Carolina's per capita sales are below par. The good old North State has a multitude of seaboard counties, purely rural, that have modest buying power. But you can't judge the Charlotte market by that—Charlotte and the rich Piedmont Carolinas served by WBT.

Digest these few figures on retail sales (1930 census of distribution) for Charlotte, per capita sales $573.50, total sales $47,420,000.00:

Food Bill	*Automobile Bill*	*General Merchandise*
$9,220,000.00	$9,190,000.00	$9,530,000.00
Apparel Bill	*Lumber Bill*	*Miscellaneous*
$4,440,000.00	$2,540,000.00	$7,700,000.00

*Please overlook our seeming ego in creating Charlotte into a State. It isn't, but neither is D. C. But *don't* overlook the fact that Concord, Gastonia, Monroe, Salisbury, Statesville and other cities close to Charlotte show per capita sales of approximately $500!

STATION WBT INCORPORATED

• Key Station of the Dixie Network of the Columbia Broadcasting System

WILDER BUILDING
CHARLOTTE
NORTH CAROLINA

THE COLUMBIA BROADCASTING SYSTEM

XUM

Success of Announcer Depends on His Interest In Products, Says WJR

BORROWING a statement by Arthur Brisbane, noted newspaperman, Leo Fitzpatrick, manager of WJR, Detroit, uses it to demonstrate what he feels to be the prime essential in the qualifications of a successful radio announcer. Mr. Fitzpatrick has posted the following on the WJR program department bulletin board:

"Arthur Brisbane says, 'It is not the power of the voice which brings hogs to the hog caller, but rather the appeal in his voice. Proper appeal in advertising will bring back prosperity.'

"WJR says, 'It is not the power of the announcer's voice which brings sales to radio advertisers, but rather the appeal in his voice. Proper appeal in radio advertising will help bring back prosperity.'

"Which, being interpreted, means this: 'Appeal in an announcer's voice is created, not alone by volume, pleasing tone quality, or perfect diction, but by an interest in the product he is advertising; and a consciousness that to the public he represents that product. Goods cannot be sold over the radio by a man who merely reads copy. They can be sold by a man who knows the product he is talking about * * * who furthermore is interested in selling it.'"

Two Stations Seeking Wave "Loaned" to KYW

RENEWAL of the old battle for return of the 1020 kc. channel, now used by KYW, Chicago, to the second zone, from which it was "borrowed" in the 1928 general reallocation, is indicated with the receipt of a second application by the Radio Commission for the channel from a second zone station.

Supplementing the application of WXYZ, Detroit, regional operated by Kunsky-Trendle Broadcasting Corp., an application was filed Feb. 5 by WJAS, Pittsburgh, regional, for the KYW facilities. A hearing on the WXYZ application had been set for Mar. 9, but with the receipt of the Pittsburgh request the Commission decided to consolidate the cases and defer the hearing until the end of March or early in April.

KYW, a pioneer station, is owned by Westinghouse and operated under lease by the Chicago Herald & Examiner, Hearst newspaper. Two years ago the station successfully defended its right in the courts to 1020 kc., despite the Commission's contention that it was "loaned" to the fourth zone and against a number of adversaries. While each zone, under the reallocation, is entitled to eight clear channels, the fourth actually has eight and one-half, and the second seven and one-half. The 1160 kc. clear channel, assigned to the fourth zone, is being used one-half time in the second zone on the "loan" basis.

A REPORT is current in Europe that RV-39, known as Moscow-Stalin, and rated at 100 kw., operating on the 707 kc. channel used by Radio Madrid, is to go to 300 kw.

Vocational Guide Series Starts Feb. 18 over CBS

IN ADDITION to the weekly series of educational broadcasts over NBC, the National Advisory Council on Radio in Education, with the cooperation of the National Vocational Guidance Association on Feb. 18, will inaugurate a series of broadcasts on vocational guidance over WABC, New York, and a coast-to-coast CBS network of more than 80 stations. Eight broadcasts are scheduled in the series, which ends April 24, and dramatic skits as well as lectures by prominent educators are listed on the programs.

KNX Wins Tax Case

KNX, Hollywood, won a point in a dispute with the Federal income tax service in the matter of the amount of depreciation that could be written off on its tax return. KNX's claim that 20 per cent should be charged off was sustained. The tax officials claimed that 16 per cent on cost of equipment was top for depreciation charged. The actual amount at stake was approximately four per cent, or $1,000.

Artists Aplenty

BECAUSE more than 2,000 artists have been accepted and registered for broadcasts, the British Broadcasting Corporation has suspended for a period of six months, from Jan. 25, all musical auditions in London.

European Radio Myth

(Continued from page 28)

under strict supervision of the Societate Romana de Radiofuzione, Strada General Berthelot 60, Bucharest. The managing director is Ing. Carnu Munteanu. Short announcements are accepted at from 20 to 30 lei (12 to 18 cents) per word. Advertising is handled through the Advertul Publishing Co., Strada Sarindar, Bucharest. Radio Bucharest has 12 kw. on 761 kc.

SPAIN—Two companies operate broadcasting stations accepting advertising in Spain. Union Radio, S. A., Piu Margall 10, Madrid, has the principal stations at Madrid, Barcelona, Cartagena, San Sebastian and Seville. Radio Asturia S. A., J. Tartiere 2, Oviedo, handles another group, not indicated. Rates of Radio Union are on a word basis. (Full card rates and list of its stations may be procured from Electrical Equipment Division, Department of Commerce.)

TURKEY—Telsiz Telefon T.A.S., Istanbul, has exclusive rights over Turkey's two stations until 1937, one with 5 kw. at Istanbul and one with 7 kw. at Ankara, both on long waves. A limited volume of advertising, none of which can be accompanied by entertainment, is accepted. Rates are on a word basis, one to five words costing 50 piasters (about 25 cents) per word. Turkish and French are the languages used.

YUGOSLAVIA — Radio set and equipment makers have been the chief advertisers so far on the three Yugoslav stations accepting advertising, namely, Radio A.D. of Belgrade, 2.5 kw.; Radio Zagreb, of Zagreb, 700 watts, and Radio Ljubljana, 3 kw. Rates are on a word basis, four "typewritten lines" being allowed once daily for 100 dinars, or 2,500 dinars per month. (One dinar equals $0.177). The Belgrade stations uses the Serbian, the Zagreb station the Croatian and the Ljubljana station the Slovanian language.

RCA Will Build Station Checking Plant in West

AS AN EXTENSION of its recently inaugurated frequency checking service for broadcasting stations, RCA Communications, Inc., is planning to erect a laboratory on the west coast similar to that now in operation at Riverhead, L. I. The second laboratory will be located at Point Reyes, Cal., according to Arthur A. Isbell, manager of the commercial department. It will be ready for operation next June.

FULL TIME was granted WPRO, Providence, R. I., by the Radio Commission, Feb. 9. The station, formerly known as WDWF-WLSI, is a 100 watter on 1210 and formerly shared with WPAW, Pawtucket, now discontinued.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Wanted to Buy

Interested in purchasing used Western Electric 6-B Transmitter with automatic frequency control panel, complete with motor generator for use in Southern California. Communicate immediately, Erwin Sklar, 950 South Menlo Ave., Los Angeles, Calif.

PROFESSIONAL DIRECTORY

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
National Press Bldg. Wash., D. C.

T. A. M. CRAVEN
Consulting Radio Engineer
Allocation Engineering
Commercial Coverage Surveys
Antenna Installations
Complete Engineering Surveys
NATIONAL PRESS BUILDING,
WASHINGTON, D. C.

EDGAR H. FELIX
202 Beechwood Road
Ridgewood, N. J.
Field Intensity Surveys
Allocation and Station
Management Problems

Doolittle & Falknor, Inc.
Radio Engineering and Manufacturing, Commercial Coverage Surveys, Field Intensity Surveys, Directional Antenna Installation, Complete Engineering Surveys.
1306-8 W. 74th St., CHICAGO, ILL.

Let Us Help You

control sound and beautify your studio

WITHOUT obligation one of our USG Sound Control Engineers will gladly consult with you on any problem in studio acoustics. Our vast experience in this field and our complete line of materials for acoustical correction and insulating against disturbing noises enables us to solve your problem. Special attention is given to studio design.

Some of the many stations where we have assisted in combining perfect acoustics with beautiful interior decoration follows:

WBRC, NAC, WBEN, WDOD, KYW, WJKS, WBBM, WMAQ, WENR, NBC (Chicago and New York), WHK, WCFL, WHFC, WCHI, KMBC, WIBA, WCCO, WMCA, KQV, KWK, KMOX, KLX, WBZ, WWVA, WTAG, WCAO.

Please write to us for further information or for an appointment with a USG Engineer. He will gladly study your acoustical problems and make recommendations for the attainment of definite, predetermined results. Address the United States Gypsum Co., Dept. B-2, 300 W. Adams St., Chicago.

USG

UNITED STATES GYPSUM CO.

SOUND CONTROL SERVICE

CALL LETTER SIGNIFICANCE—

WE told the curious, in the early days of radio, that WMAQ meant "WE MUST ANSWER QUESTIONS."

MANY years—ten, to be exact—of earnest attention to business have shown our listeners that WMAQ stands for "WE MAINTAIN ABSOLUTE QUALITY."

ALL careful advertisers insist upon a station with Quality Programs because Quality Programs mean Quality Listeners.

QUALITY is our keynote—NO one-minute announcements; NO phonograph record commercials; NO long-winded advertising plugs; but a Daily Parade of Quality Features.

That is why

THE WMAQ AUDIENCE IS A BUYING AUDIENCE

▼

For rates and particulars, write or wire

WMAQ

Daily News Plaza, 400 W. Madison St., Chicago, Ill.